



*from* **AMERICAN AIRLINES**

**FOR RELEASE** At Convenience

It isn't the "manana," it's the altitude that dictates the leisurely life of Mexico.

South of the Border they've learned to live with nature, according to American Airlines officials, who speak from seven years of experience in providing air service from the United States to Mexico.

This is particularly true at altitudes of 7,000 feet to be found in and around Mexico City. By taking it easy, the tourist finds that he can get through a crowded schedule with the greatest of ease. The swift American tempo is best forgotten while on vacation.

Relaxation is the keynote. Service is abundant. The mellow sun, colorful clothes, beautiful scenery, the strum of the guitar and the aroma of freshly cut flowers are evident at all times. These simple pleasures can best be enjoyed in moments of leisure.

Mexicans have a saying that fits right into this picture. It is to the effect that the pleasure of a moment can never be recaptured, but appointments can always be put off until another day.

-AA-

JBM31550  
1400-03-06-27-35-75-80-85-95-97