

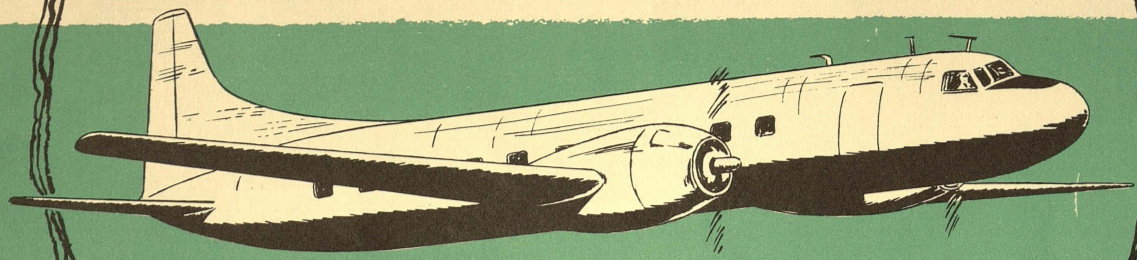
An advertisement for the Convairstream aircraft. The background is a solid green color. In the center, a large black silhouette of a person sitting in an airplane seat is shown in profile, reading a magazine. This central figure is surrounded by several thin black circles of varying sizes. To the left, a yellow silhouette of a person sitting in a similar airplane seat is shown in profile, also reading a magazine. The word "NOW" is printed in a bold, green, sans-serif font over the lower part of this yellow silhouette. To the right, a smaller yellow silhouette of a person sitting in an airplane seat is shown in profile, reading a magazine. At the top center, a brown silhouette of a person's legs and feet is shown, also sitting in an airplane seat. At the bottom left, a small brown silhouette of a person sitting in an airplane seat is shown in profile, reading a magazine. In the bottom right corner, there is a small black arrow pointing downwards.

NOW

MORE SEATS FOR FIRST CLASS FARES ON EVERY FLIGHT

available AS NEEDED with the new CONVAIR 340 "CONVERTIBLE" interior

in the **NEW**
Convair-Liner 340 Convertible



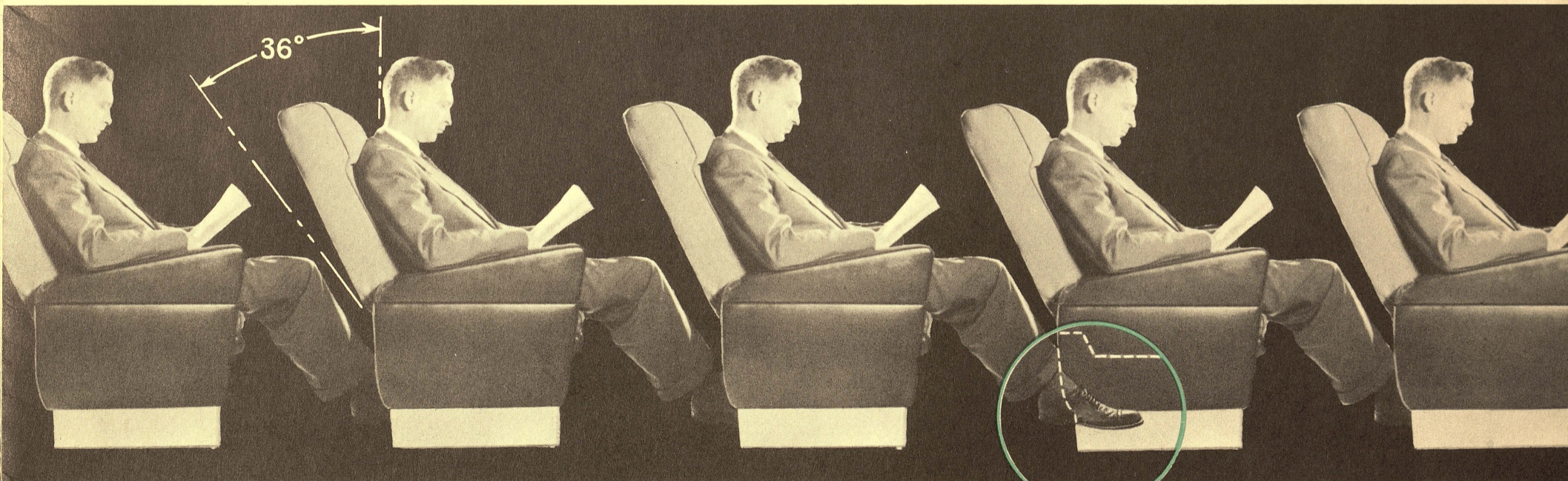
Range of 44 to 56 First Class Seats
available in the same airplane

The new Convertible interior makes the Convair 340 a more useful, profitable airplane because seat density, and seat-to-cargo ratio, can be varied in a matter of minutes, to fit the operator's day-to-day needs.

Seats are the same reclining, full-size luxury design used in all Convair 340's—now track-mounted to allow flexibility of spacing the length of the cabin.

Forward bulkheads are adjustable so that luggage and cargo spaces can be contracted or expanded as needed. A demountable supplementary lavatory can be fitted into the forward cargo space when desired.

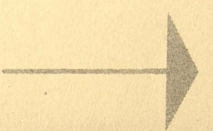
This versatility of Convertible interiors, as illustrated on the inside of this folder, is an advancement that merits close study by all airline management.

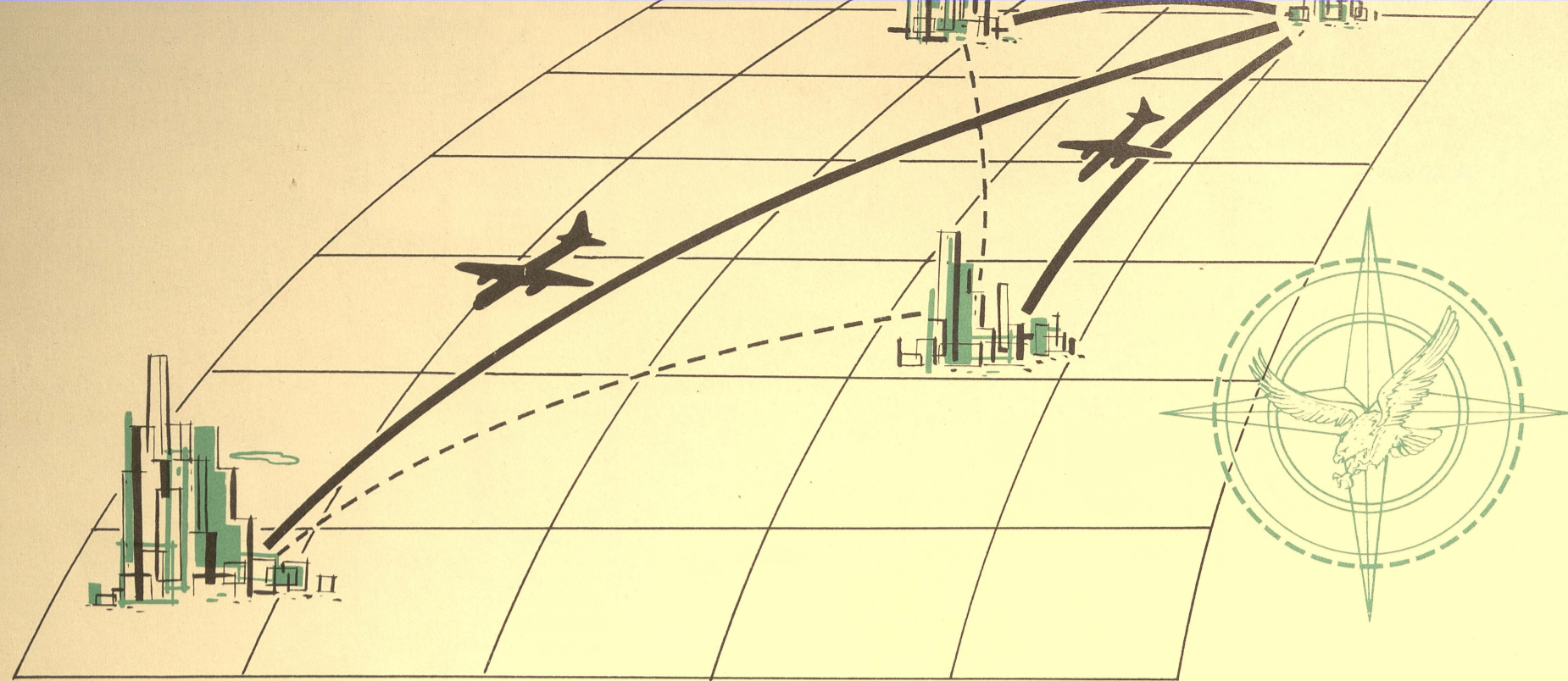


Seats that suit the routes *and* passengers too!

Seat spacing in the Convertible 340 is adjustable to suit each day's route assignment of the airplane. And to suit the passengers—even over-six-footers ride in comfort, without disturbing the passenger ahead.

This Convair-designed seat is the first of its kind, and makes first-class fares practical in all Convertible 340 densities.





New Versatile Interior Matches Versatile 340 Performance

The Convertible interior adds new earning power to the already-versatile Convair 340, for cabin arrangement can be tailored to fit the scheduling of the airplane as never before.

This ties in directly with the 340's peak performance on segments from 100 to 1300 miles —

bracketing the ranges on which 60-75% of airline business exists.

By mating this performance with an interior that adjusts to fit loads, routes, and seasons, the Convertible becomes one of the most useful, profit-earning airliners ever developed.

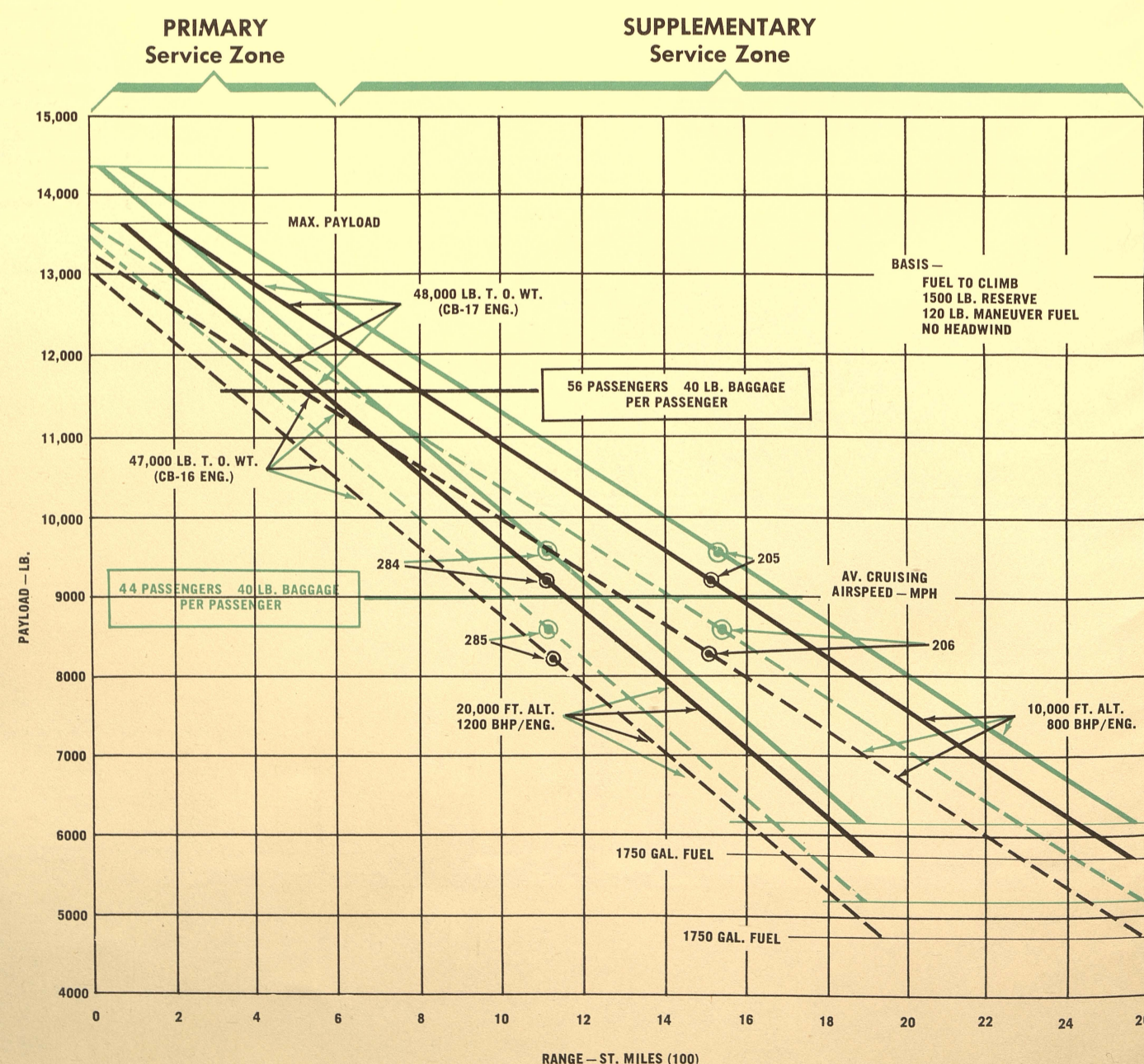
The Convair 340 is an airplane with built-in "get up" and "go." Some of its outstanding characteristics:

- Rapid climb to altitude
- Increased flap and wing area
- Gross landing weight nearly equal to gross takeoff weight
- Pressurization to insure comfort in rapid descent
- 280-mph cruise speeds at average weights and ranges
- Wide CG latitude
- 3380 lbs. maximum cargo lift (with 44 passengers and 40 lbs. baggage each)
- Built-in passenger steps; rapid stowage, fueling, servicing
- Air conditioned on the ground and in the air

In its "primary" service zone shown right, the Convertible 340 with CB-17 engines will handle 56 passengers, with 40 pounds luggage each, at average speed of 284 mph, on segments up to 600 miles. Here is money-making performance on the routes where the traffic exists!

Yet the same airplane, the next trip out, performs profitably over a route up to 2000 miles with 30-35 passengers, on a flight which might not break even with other equipment.

Thus the one airplane handles high-density short and medium assignments, also does well on the long hops, too!



the Convertible 340 adds as much as 27% more potential revenue on each flight

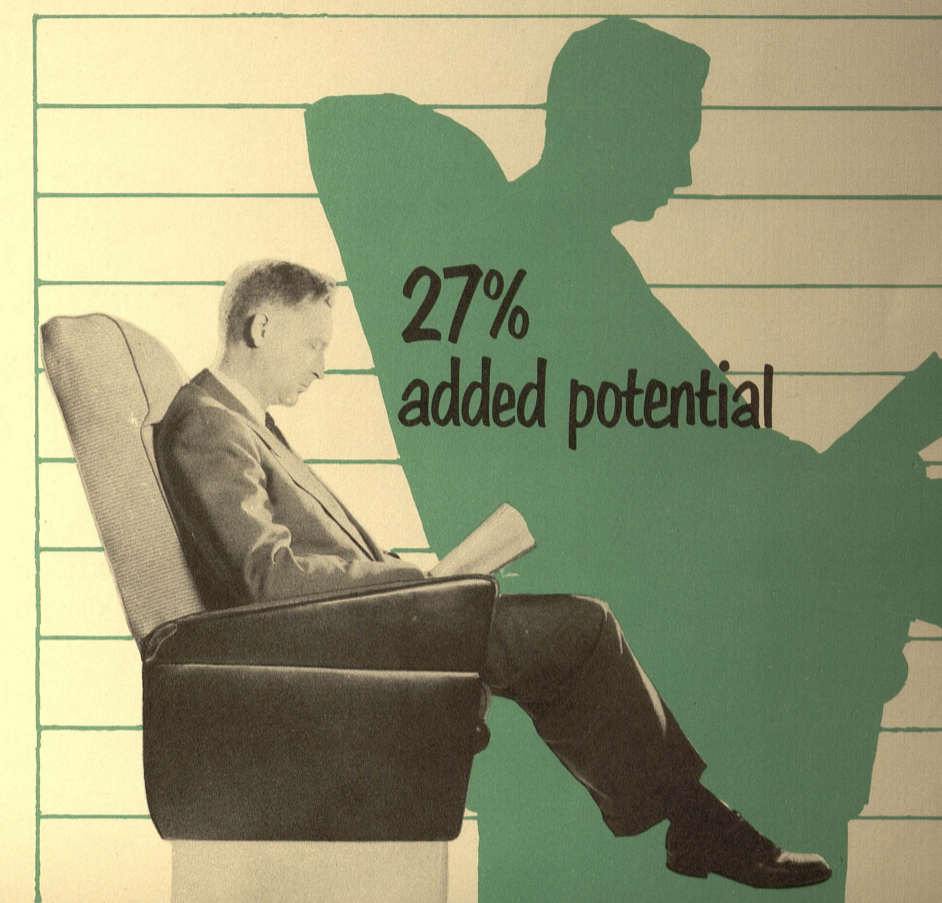
The Convertible 340 provides new revenue capacity to offset the steady rise of airline costs.

On flights and routes providing high load factors, the increase in first-class seats from 44 to 56 means a 27% bonus of added potential gross income for every flight, with little increase in operating costs.

On the other hand, traffic trends and competitive situations may dictate that the 56 seats be used in low-fare service, in which event the 27% increase in seats brings more potential gross revenue per flight than from 44-seat standard fares.

As a spare "stand-by" airplane, each Convertible has long-and-short flight profit potential, serves also as a fine ship for charter service.

Thus the Convertible offers two important advantages in today's airline picture: it smotheres rising operating costs with increased revenue potential; and further, it provides capacity for this money-making operation even at reduced fares.



And in the long haul...

No airline operator can avoid a look toward the future, with its possibilities of changes in current passenger load factors. If economic trends make it desirable, the Convertible 340 offers operators the opportunity to top off manifests with revenue freight. For even with 44 passengers aboard, the 340 will also lift 5140 lbs. of luggage and cargo up to 600 miles—a cargo and luggage capacity alone that exceeds the total payload of the leading 2-engine pre-War II transport!

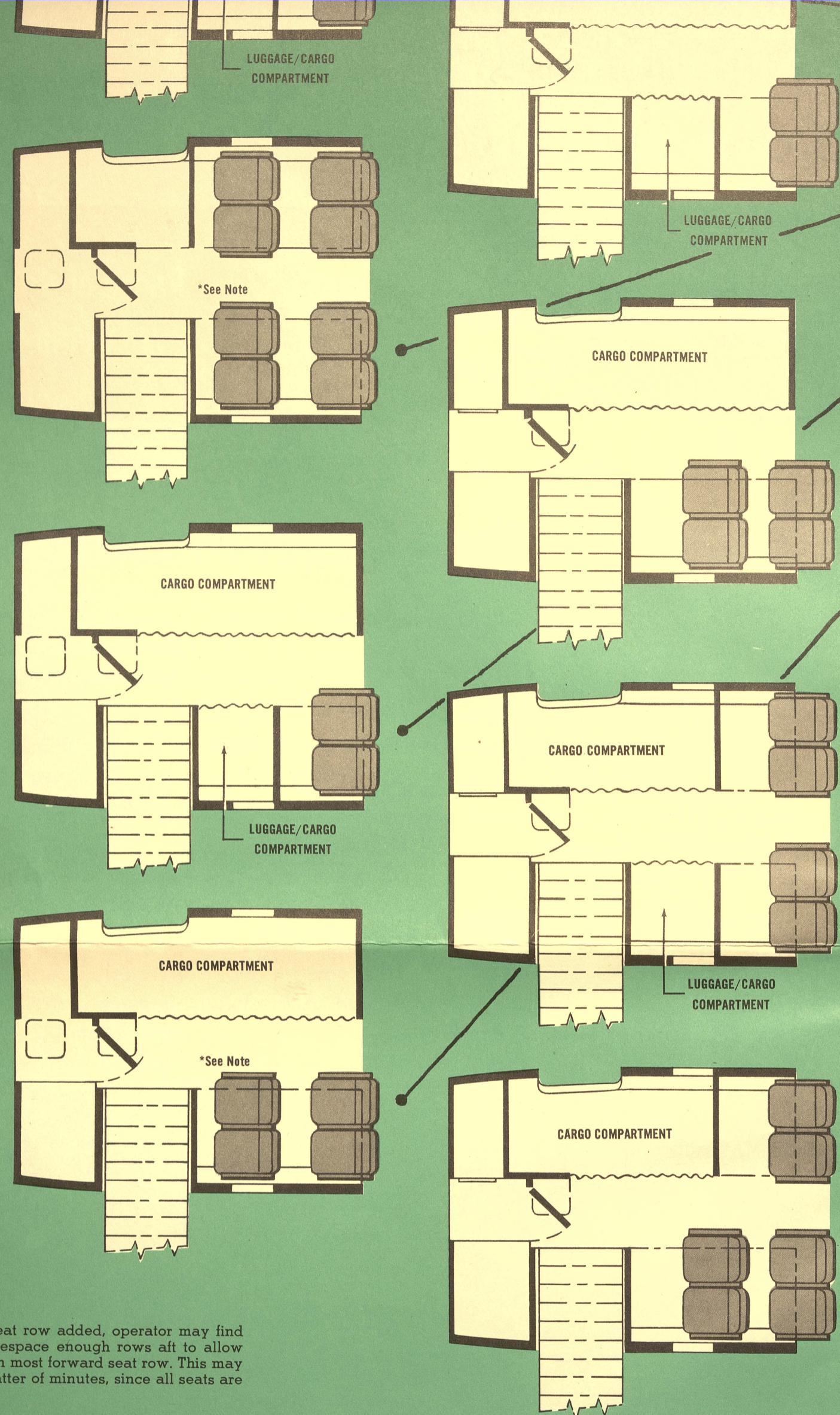


another advancement in a proven money-maker

The Convertible interior is the latest in a series of advancements made since 1947 in the basic Convair-Liner design—proven profitable in airline operation on every continent. (One operator has grossed 3 times the cost of a fleet of five Convairs in just 4 years of service.)

Each one of these advancements has had its origin in the same basic Convair policy: to provide an airplane that has the greatest possible utility and earning capacity, for service where the greatest volume of airline travel exists.





Each one of these variations of forward cabin area can be quickly placed in the 340 as desired

At the top of the page is shown the conventional 44-passenger Convair 340 arrangement, with 38-inch seat spacing. In the Convertible 340, the same seat interval may be retained, but additional seats may be added in the forward fuselage area. The left-hand column of illustrations shows the possible variations.

At the bottom of the page, a 56-passenger Convertible arrangement is shown, with 34-inch seat spacing. Additional space for cargo or luggage may be obtained in the same airplane, by introducing variations in the right-hand column of illustrations.

A demountable lavatory is available for placement in the right-hand forward cargo compartment of any of the various arrangements, at the option of the operator.

56-54-50 PASSENGER SEATS

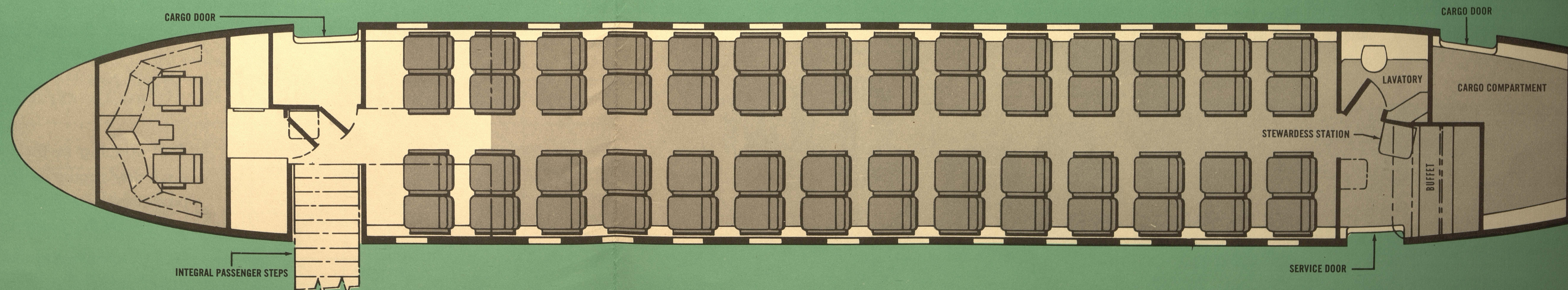
Illustrated below is the 56-passenger arrangement, at a 34-inch seat interval. Seats may be reduced to 54, 52, or 50, at the operator's option, to make space for additional cargo and luggage in the forward cabin area. Even with 56 seats in place, cargo spaces are adequate to take care of normal passenger luggage.

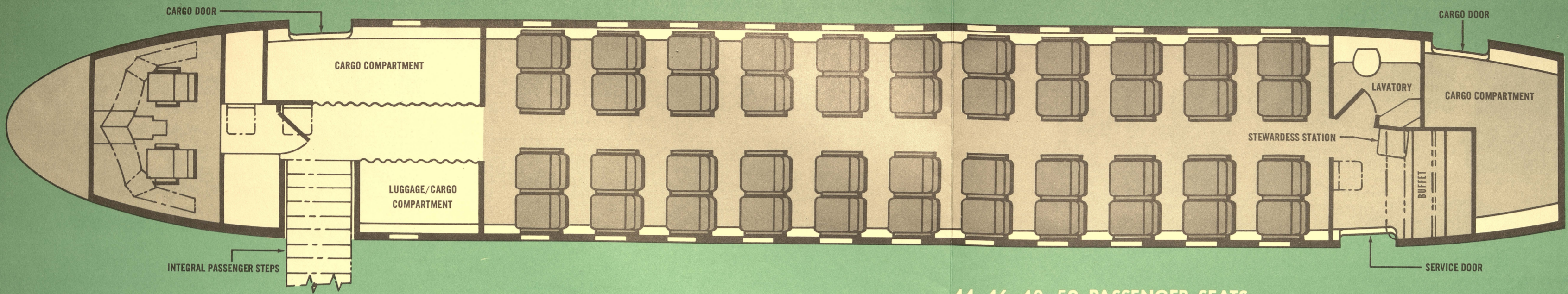
The regular Convair-Liner buffet remains available for use, at operator's option.

Floor of the left-hand forward cabin area, normally used for carry-on luggage space when seats are not in place there, is also stressed for cargo.

Since Convertible seats are track-mounted, and may be adjusted in one-inch increments longitudinally, spacings other than 34" or 38" may be used for unusual types of service or in event a varying seat interval is desired in the airplane at any time.

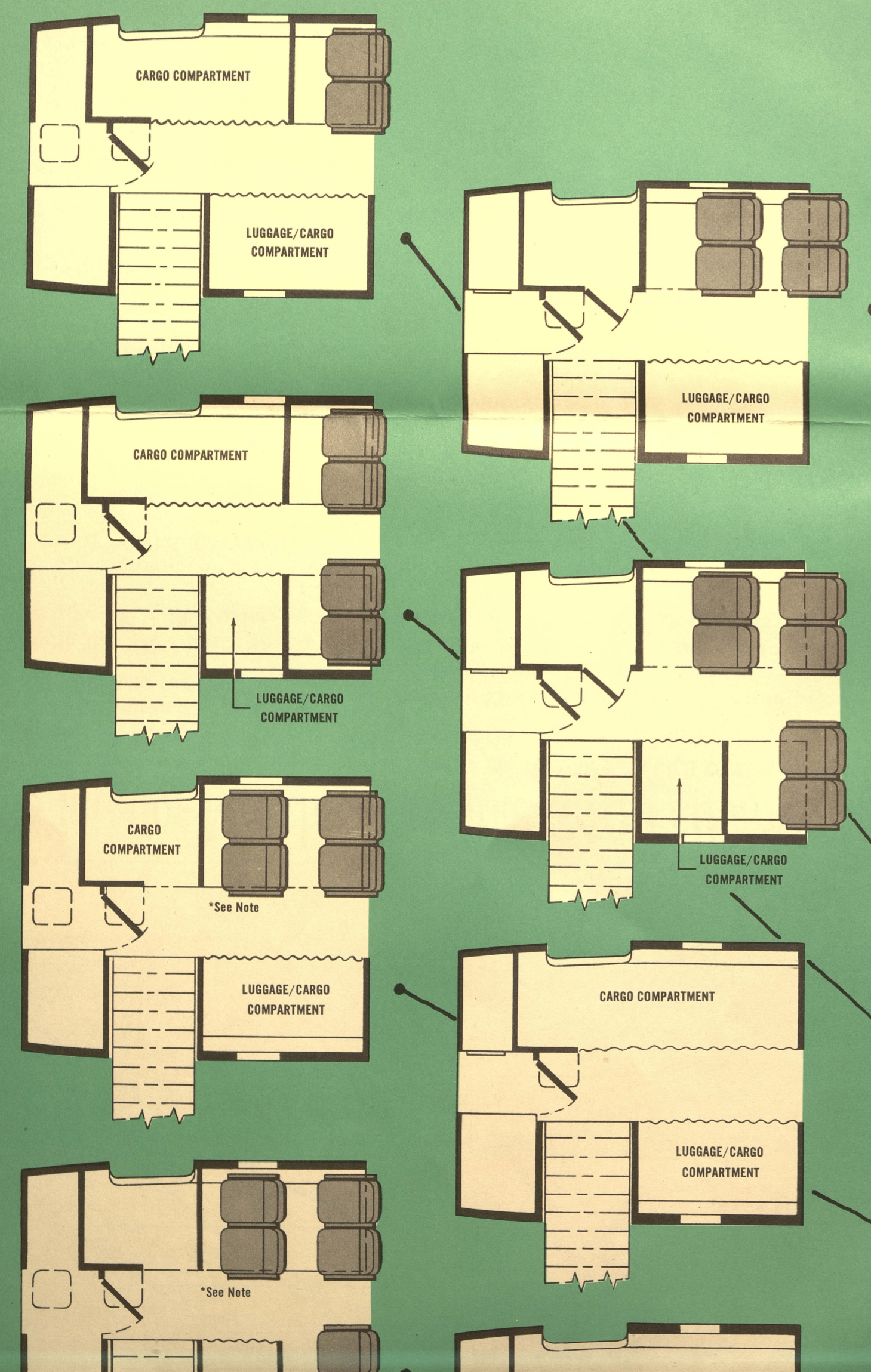
*Note—When second seat row added, operator may find it desirable to respace enough rows aft to allow more leg room in most forward seat row. This may be done in a matter of minutes, since all seats are track-mounted.





44-46-48-50 PASSENGER SEATS

A maximum of 50 passengers may be carried with 38" seat interval illustrated above. And 48, 46, or 44 seats can be made available when varying amounts of luggage or forward cargo space are desirable. The cargo compartments, plus below-deck stowage area, are ample for luggage of 50 passengers. Buffet is available for such use as the airline operator desires.



the Convertible 340 offers...

***16 READY VARIATIONS**

in a single airplane

TO FIT ROUTE, TRAFFIC, AND SEASONAL AIRLINE REQUIREMENTS

*(OR 32 VARIATIONS — IF SECOND LAVATORY IS INCLUDED)