

FOR IMMEDIATE RELEASE

American Airlines announced today (December 14) that it is going to double its high-speed transcontinental DC-6 Blue Ribbon Aircoach service and that it is lowering its coast-to-coast fare from \$110 to \$99.

The company said that in addition to doubling the service by March 23, it is planning even more Aircoach flights as well as extension of the low-cost service to other cities, not yet designated.

American now has four Aircoach flights daily between New York and Los Angeles. These include one in each direction by way of Chicago and one in each direction by way of Dallas.

The new flights will operate between New York, Chicago and Los Angeles. The first will be a round-trip schedule between Chicago and Los Angeles starting March 2. This will be extended to a complete transcontinental round-trip schedule between New York, Chicago and Los Angeles on June 1. Meanwhile, another complete coast-to-coast round-trip schedule will be started on March 23.

The new low fare, which American plans to put into effect on January 10, is subject to the approval of the Civil Aeronautics Board. The airline's plan, however, is in accord with the CAB's recent recommendations, calling for more coach operations and reductions of coach fares below the current general level of $4\frac{1}{2}$ cents a mile.

The fare will be \$32 between New York and Chicago; \$80 between Chicago and Los Angeles; \$62 between New York and Dallas and \$56 between Dallas and Los Angeles.

American Aircoaches are modern 300-mile-an-hour Douglas DC-6s, seating 70 passengers. The standard fare DC-6 seats 52 passengers.

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