



from **AMERICAN AIRLINES**

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A new and unusual idea in air transportation will mean cheaper and better vacations in California and the Pacific northwest this summer for Americans.

A two-week tour by air from Chicago to Los Angeles, San Francisco, Portland, Seattle, Victoria and return to Chicago has been placed on sale for \$367.50. Arranged by the American Express Company in cooperation with American Airlines, Western Air Lines and Northwest Airlines, the tour takes advantage of scheduled air coach service to give vacationists 5000-mile tours at unprecedented rates. The cost included air transportation, hotels and sightseeing.

Fourteen tours will be operated during the summer. The first will start June 12 and the last Sept. 18, with a new one getting under way each Monday. Passengers originating at points distant from Chicago may take the tours at the same price plus the cost of their transportation to the starting point.

The tour starts with a daylight flight from Chicago to Los Angeles by way of the Grand Canyon on an American Airlines DC-6 air coach. The traveler will use the Hollywood Roosevelt hotel as headquarters for his wanderings and his sightseeing trips to major movie studios, the homes of movie stars, the San Fernando Valley, the Will Rogers estate and other points of interest.

The fifth day he boards a Western Air Lines plane for San Francisco, where sightseeing tours are arranged to such attractions as Golden Gate park, the Presidio, the redwood forest and seal rocks.

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A week after his departure from Chicago, the tourist will leave San Francisco and fly to Portland by Western Air Lines for a sightseeing drive on the Columbia River highway with stops at the Sanctuary of Our Sorrowful Mother, Crown Point and the Vista House, and the spectacular Latorell, Wahkeena and Multnomah Falls.

The tourist arrives in Seattle after a short flight on the ninth day and makes a motor coach tour of the city. That night he embarks for the renowned overnight steamer trip to Victoria, B.C. There he enjoys a two-hour motor trip around the city and visits the famous Butchart's Gardens, a 16-acre horticultural wonderland. The return steamer trip to Seattle is by day.

Back in Seattle the traveler sets out on the motor coach trip from his quarters at the Olympic hotel to Mount Rainier National park. Luncheon, dinner and lodging are provided at the park at Paradise Inn. On the twelfth day he returns to Seattle for dinner and boards a Northwest Airlines coach plane that will speed him back to Chicago in time for lunch the following day.

Airline officials agree that one of the big attractions of the tour is the large percentage of time actually spent enjoying the places visited. Only one night is spent in transit and the over-all travel time is less than 24 hours.

The tours are not escorted, but all travel arrangements are made in advance with hard-to-get reservations guaranteed. First class hotels and twin bed rooms will be used throughout. Single rooms are available at a slightly higher cost. Reservations can be made through any travel agency, offices of the three airlines or at American Express Company offices.