



from **AMERICAN AIRLINES**

FOR RELEASE IMMEDIATE

American Airlines and R. S. Robie, Inc., Hertz Driv-Ur-Self System licensee in Boston, have combined services to offer vacation tourists something new in travel facilities - Flagship-auto tours of New England.

Under this novel arrangement offered for the first time anywhere, vacationists of any part of the country save time getting to New England by plane and then enjoy the advantages of a tour by private car, either driven by themselves or by chauffeur-guides.

Tour rates include hotel accommodations, guaranteed during the motor tours. This is particularly important as it is difficult to get overnight accommodations in New England during the summer.

Itineraries are set up on a day-to-day basis for either 5, 7, 10 or 14 day tours. The overnight stops are fixed by reason of the hotel reservations, but between those stops the itineraries are as flexible as the tourist wants them to be.

The various itineraries bring the vacationist within easy reach of most of the major points of historic and scenic interest in New England, including Lexington and Concord, Cape Cod, the Green Mountains, Gloucester, Salem, Dartmouth College, the Mohawk Trail and many other tourist attractions from New Haven, Conn., to Skowhegan, Me.

Rates for the motor tour, exclusive of the airline fare to and from Boston, range from \$8 to \$13 a day per person. Information on the tours is available at American Airlines ticket offices, travel agencies and R. S. Robie, Inc. Motor Mart Garage, Park Square, Boston.

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