

*Examiner
news editor.*

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FOR: North American Airlines
Burbank, California

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The first US commercial airline flight in which the passenger seats face backwards will take-off today from Burbank, California bound for La Guardia Field, New York. The plane, a Douglas Skymaster owned by North American Airlines of Burbank, will leave Burbank at 9:00 pm tonight and will arrive in New York after stops at Kansas City and Chicago at 2:45 pm, tomorrow.

Although the improved safety factor is the prime reason for using rearward facing seats, passengers endorse this unique seating arrangement for entirely different reasons. Ninety-nine percent of the passengers consider that the view, unobstructed by the large wing, is tremendously improved. One out of three say that you definitely feel less inclination toward air sickness when facing backwards, while the remainder feel no difference. And contrary to the experience of surface travellers, only one passenger out of five objects to facing backwards in the air, and the majority strongly prefer it. The safety advantage is obvious, for in the event of impact, the body and neck are evenly supported by the rearward facing, specially designed seat backs.

Rearward facing seats have been tested by various agencies in Australia, where this type seating may soon be compulsory, the United Kingdom and by US Military Air Transport

Command. MATS, after careful study, made rearward facing seats standard on all new transports and began a program to reverse seats on all aircraft purchased prior to this decision.

North American Airlines, the first of the US commercial airlines to adopt this advanced seating, plans to equip the remainder of its four-engine fleet with rearward facing seats, and has specified similar seating in its new Douglas DC-6B's on order. North American is the airline which recently proposed a 21 city Air-Bus Service at 3¢ per mile, one half regular air fare and less than rail coach fare. When inaugurated, Air-Bus service will bring the cost of New York City to Los Angeles travel down to \$75.

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