



PUBLIC RELATIONS / 10 ROCKEFELLER PLAZA / NEW YORK, N. Y. 10020 / 986-4500

For Release: February 28, 1968

EASTERN OFFERS HEMIS-FARE

FOR SAN ANTONIO HEMISFAIR

Eastern Airlines and Continental Airlines have joined to offer a fare for the fair.

The two carriers have filed with the Civil Aeronautics Board a \$217 round-trip fare between New York and Los Angeles with a stopover at San Antonio, site of the 1968 world's fair.

The special Hemis-fare will be effective March 25 through November 6, bracketing the opening of HemisFair April 6 and its closing October 6.

The world's fair stopover can be taken on either the eastbound or westbound segment of the round-trip flight.

Under the fare, Eastern will provide transportation between New York and San Antonio, and Continental, between San Antonio and Los Angeles. The nonstop transcontinental segment of the trip is made on other carriers.

The Hemis-fare is valid for thirty days from the day of departure and on all flights between Monday noon and Friday noon, and between noon and midnight Saturday. It has limited blackout periods during certain holidays.

Eastern also expects to expand the Hemis-fares to include eight additional east coast cities: Baltimore, Boston, Hartford, New Haven, Philadelphia, Providence, Washington and Wilmington.

#