

Air Fare Proposal

Across U.S. for \$89

World Airways of Oakland yesterday jarred the U.S. airline industry with a proposal for an \$89 transcontinental fare.

In a request filed with the Civil Aeronautics Board, World Airways asked to become a regularly scheduled U.S. airline with initial authority to fly passengers between the Bay Area and Los Angeles and the east.

"If the CAB would approve this filing, it would open up transcontinental service to a whole new market of consumers who cannot now afford to fly," said a spokesman for World Airways president Edward J. Daly.

"We'll prove to the consumer that low cost transcontinental jet service can

be provided seven days a week, 365 days a year, and we'll prove to the industry that such a service can be offered with a favorable return to the carrier."

Daly's airline — the world's largest supplemental carrier — filed a similar plan for low-cost transcontinental travel with the CAB eight years ago, but the CAB never acted on the proposal.

World's Airway's latest proposal seeks approval for daily non-stop service in 261-passenger, stretched DC-8 jets from Oakland and Ontario airports on the West Coast to Newark in the metropolitan New York area and Baltimore in the Washington-Baltimore area.

The \$89 fare (\$178 round-trip) does not include taxes

and security charges, but does include a regular luggage allowance of 44 pounds per person and free on-board meal and beverage service. Liquor would not be free, however.

The proposed fare would be less than half the average \$194 one-way fare now charged by scheduled airlines on these routes and would also be well below a series of promotional transcontinental fares recently instituted by the scheduled airlines and approved by the CAB.

Although tickets for the flights could be purchased at the gate, World Airways said it would encourage travelers to book reserved space by buying tickets through travel agents or Ticketron outlets.