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TELETYPE

TO JESS HIGHTOWER  
FROM CHUCK CHAPPELL

1959 JUL 13 PM 2 48

FOLLOWING MUST BE RELEASED FOR AM PAPERS OF TUESDAY JULY 14. DOUGLAS AIRCRAFT CO.  
TOLSON DIVISION

SANTA MONICA CALIF., JULY 13 -- PRICE ADJUSTMENTS WHICH WILL INCREASE THE AVERAGE COST OF THE DC8 JETLINERS PURCHASED AFTER AUGUST 15 WERE ANNOUNCED TODAY BY DOUGLAS AIRCRAFT COMPANY.

EIGHTEEN AIRLINES HAVE ORDERED DC8S AT AN AVERAGE PRICE OF \$5 MILLION DOLLARS EACH.

PRESENT CUSTOMERS AND PROSPECTIVE BUYERS WERE ADVISED THAT THE BASE PRICE OF FIVE VARIATIONS OF THE 150-PASSENGER TRANSPORT WILL BE INCREASED BY AMOUNTS RANGING UP TO 10 PER CENT.

THE INCREASE, THE COMPANY SAID, REFLECTS THE RISING COST OF PRODUCTION RESULTING FROM HIGHER LABOR AND MATERIAL COSTS.

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