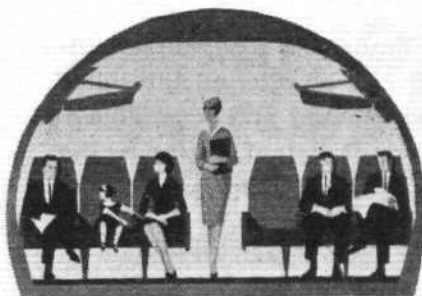




The newest of the Boeing profit-makers... The short-range 737 Twinjet.

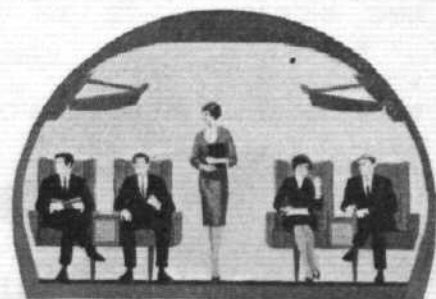
The 737 is the most profitable short-haul jet available. With a cabin as wide and high as the biggest Boeing's, it's the only twin-engine short-range jet offering 4, 5 or 6-abreast seating. It provides the highest profit potential, and the lowest seat-mile cost in its category. This unique seating flexibility enables airlines to offer any service required by short-haul traffic demands—from roomy big-jet first-class, to low-cost high-density commuter service.



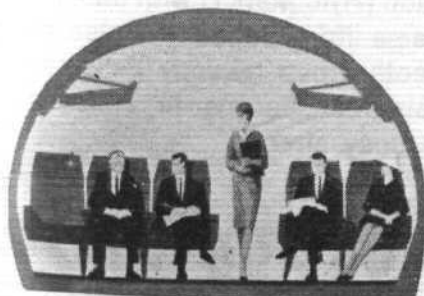
Only twinjet with 6-abreast seating

The 737 (depending on configuration) will carry up to 115 passengers at cruise speeds of 550 to 600 mph. It will have the same high-lift devices as the Boeing 727, assuring exceptional low-speed, short-field performance. It'll have the same engines and many of the same cabin features, systems and components—a Boeing advantage that offers substantial savings in maintenance, spares inventories, training and ground-service equipment.

The 737 incorporates the benefits of Boeing's unmatched experience as builder of the world's most successful jetliners. Boeing jets have been proved in more than 4½ million hours (513 years) of Boeing jetliner flight experience.



First-class, roomy as biggest jets



5-abreast, roomiest of all twinjets

Already, Lufthansa German Airlines and United Air Lines have ordered Boeing 737s.

BOEING 737