

**AMERICAN AIRLINES, INC.** NEW YORK MUNICIPAL AIRPORT, JACKSON HEIGHTS, N. Y.

November 20, 1940

Dear Mr. Carter:

I think you'll enjoy reading our handsome new booklet on air travel through America's great Southwest, one of the first copies of which is enclosed.

This year, when a lot of people will be "Seeing America" in their wintertime travel, you may find many seeking your counsel and suggestions on modes of travel and places to go. That's why we'd like to have you know, in more than a general way, what American Airlines has to offer in recreation and in travel comfort and convenience.

That's why we would appreciate your reading the booklet. You'll take a pleasant imaginary journey as you turn its pages, and you'll find a fund of useful information. We'd like you to note that American is the only air line that travels the coast-to-coast, nature-favored Southern Sunshine Route...through the Sun Country of Texas, Arizona and Southern California.

We'd like to call your attention to the section of the booklet which tells of the pleasure and luxury of overnight travel in American Flagship Skysleepers...a real vacation in itself! And we want you to know that you can recommend a winter vacation in the sunny Southwest, confident that you are suggesting an air cruise to an enchanting country...as novel as a foreign land. Already, in this period of the "Second Discovery of America" no place has become more of a mecca for the discriminating.

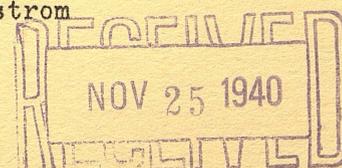
The folder of "Flagship Air Cruises to the Sun Country," referred to in the booklet, is a new publication suggesting tours to the varied Southwest. And the Sun Country Directory, also mentioned, is a source of detailed information on hotels, resorts, ranches and schools. Both these publications may be seen at any travel agency.

While there has been a tremendous increase in air travel during the past year, the further development of commercial aviation is now even more important to the nation. Our own efforts to promote air travel in America and to the Sun Country are greater than ever before. And if you will keep in mind some of the special advantages of America's coast-to-coast service along the Southern Route - when people ask your opinion on travel - we shall very much appreciate your cooperation.

Sincerely yours,

Charles A. Rheinstrom  
Vice President

CAR/DR  
Enc.



# All this — AND PLEASURE TOO!

\* Most famous of all the routes flown by American Airlines is the Southern Sunshine Route from coast-to-coast — the *only Southern* transcontinental air line through the nature-favored southwest. Part of a network that covers the East, the Midwest and much of the South, American's Southern Route and American Flagships give convenient transcontinental service to people in practically all parts of the country.

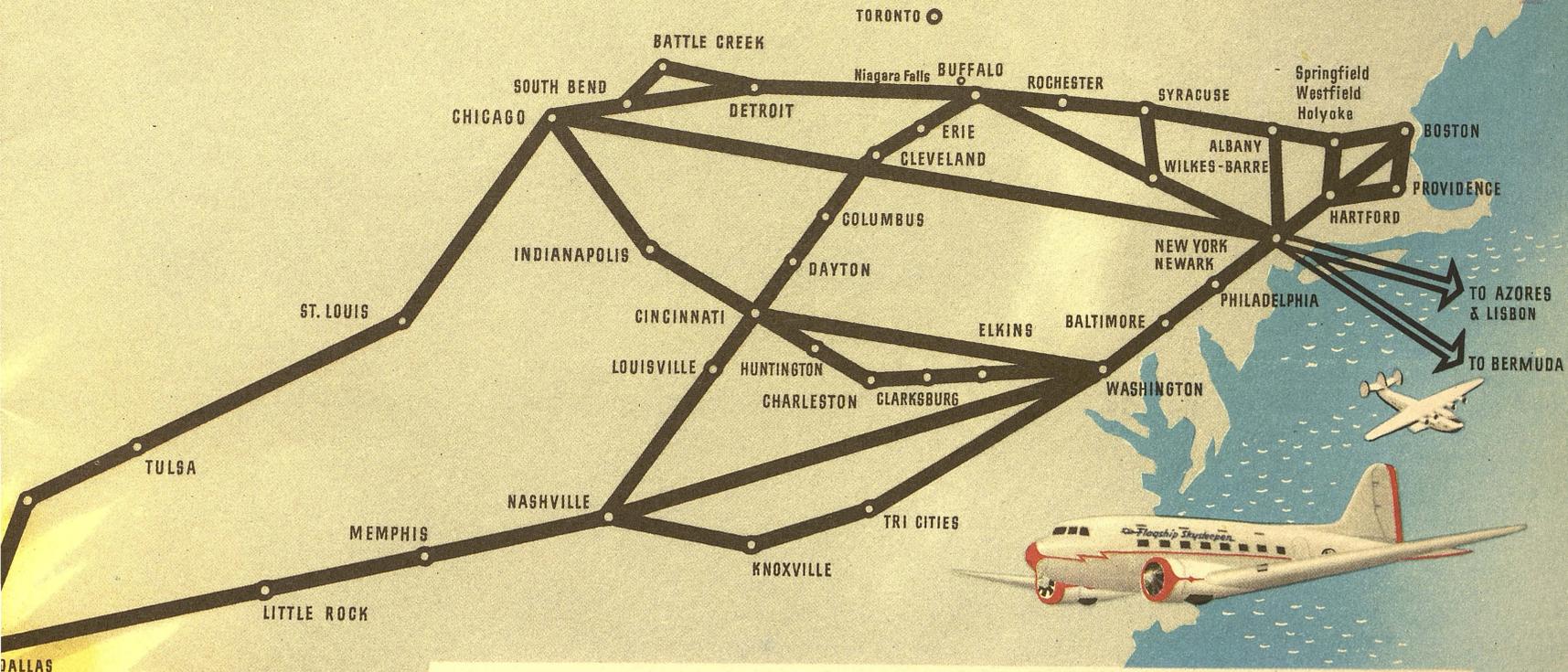
But this is not all! The Southern Route leaves winter *quickly* — follows a sun-path through one of the greatest winter playgrounds that the world offers — the Sun Country of Texas, New Mexico, Arizona and Southern California. Thousands of vacationers have learned the convenience and enjoyment of reaching the sights and plenteous pleasures of the Sun Country *overnight or sooner* — by American Flagship. Scores of others have found that travel the American Way gives them *extra time* to stop off in the Sun Country for play and relaxation on trips West or East.

Whether it's a vacation or a transcontinental business trip that's on your docket this winter, let this booklet show you the attractions of the Sun Country — show you, too, how easily and inexpensively you can *take time out for living* this winter.

## American Airlines' Southern Sunshine Route Coast-to-Coast

TO AND THROUGH SOUTHERN CALIFORNIA, ARIZONA, TEXAS, AND NEW MEXICO





**LOOK TO *America* - LOOK TO *American* FOR  
NEW TRAVEL AND VACATION PLEASURE**

This year, of all years, you should enjoy America — and when you go by air you get a fresh viewpoint of this land of ours. What's more, when you go American, you have a choice of Flagship luxury-flights. There's something very wondrous about boarding American's Flagship Skysleepers, The Mercury (either the Advance or Limited sections), The

Plainsman or The Southerner beneath a sky of stars, and having the sun poke through your berth window to wake you in the West. Or, if you want to sight-see practically all the way, take the Sun Country Special — a scenic daytime flight. Go American and add pleasure and comfort to business trips. Go American and make pleasure trips extra fun!

IT'S NATURAL TO BE YOUNG IN THE

# Sun Country

Let loose the reins of your imagination when you think of the Sun Country. For here — mile upon mile, farther perhaps than your eye has ever seen before — is a land *different* in beauty, *different* in interest. There is so much about desert country that is so foreign to New York, New England, Chicago, or any other part of the United States, that you can't help saying — as you step from your Flagship — “This is going to be a *new* kind of vacation!”

Probably the first thing Sun Country enthusiasts will tell you about is the great number of fashionable resorts and hotels, the honest-to-goodness ranches that are everywhere. They'll tell you about the opportunities for sport, for action — or for complete relaxation. And none will fail to enthuse about the gracious hospitality and Western amiability of ranch or resort hosts. Ranch life is *real* — and you can have it as you like it. Whether you choose a “working” ranch — where cattle-wrangling is a serious business — or a guest ranch, you can have all the fun of clapping a ten-gallon hat on your head, of tucking trousers into the gayest boots, of falling in love with a stripe-nosed Pinto and riding range like some light-hearted Lochinvar out of the West. Swing your legs to a cowboy song, sniff the clear dry air, shout “Scat!” at curious desert gophers and scampering rabbits. Know the lift of riding in moonlight, of “sleeping out” beneath a canopy of stars — the informal fun of steak fries and country dances.

You don't know much about making friends with a horse, you say? Very few visitors do — but they find it a lark learning how. Like the people of the Southwest, the horses go more than half-way to make acquaintance easy. And riding is just *one* of the vacation arts at which you'll find yourself so apt.

## READING, RIDING AND 'RITHMETIC IN SUN COUNTRY SCHOOLS

The flavor of the Southwest, the joy of living, are also found in Schools and Camps in the Sun Country. What could be deadly about languages, arithmetic, or science to a mind and eye made alert by healthful sun? Grades and instruction cover kindergarten to preparatory and junior college. What fun this growing up process is, when one has a kindly pony stamping in the corral until classes are over!

THIS IS

# Really

THE LAND OF THE FREE



### TUCSON HAS GREEN GIANTS, DEEP CAVES, AND HISTORIC COLOR:

Tucson runs the gamut of vacation emotion from rough-riding rodeos to flower study—both spectacular. Surrounding Tucson, the rolling desert, spattered with green growth, is too wide, too completely ruled by nature, to ever be spoiled. Bribe your horse with a lump of sugar — then ride through rock-strewn river beds, and cool groves of cottonwoods to the green Saguaro Forest on the outskirts of Tucson—160,000 acres of Giant Cacti that dwarf both you and your mount. Peek at the past in Tucson's Mexican quarter, in really old Nogales (less than an hour away by motor), in the quiet gardens of lovely Mission San Xavier Del Bac. Or see Hollywood's rebirth of the West at Columbia Pictures' movie set for “Arizona,” near here. Forsake the sun for a minute, too, in the depths of Colossal Cave,



another of nature's surprises but a short 25 miles away. For thrilling action gasp at cowboy antics in midwinter rodeos, with the sky as a Big Tent.

### GO FISH-FIGHTING IN GUAYMAS:

Or hang up the saddle for a day or two, and drop down to Guaymas on the Gulf of California — to ride the sea waves and catch rarin' fish. It's a quick trip by rail from Tucson (or you can go by motor) and fishing authorities say there's nothing that matches Guaymas deep sea fishing, whether it's measured in feet or fight.

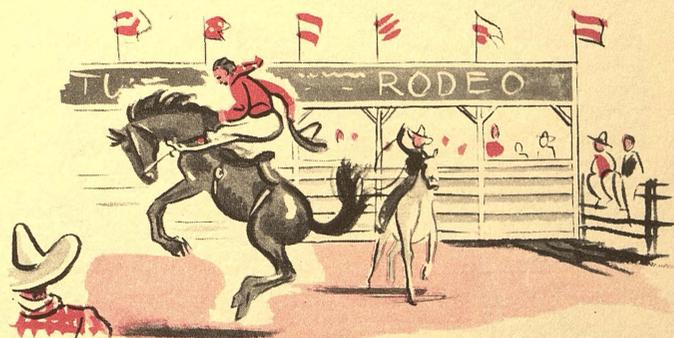
ASK YOUR TRAVEL AGENT ABOUT FLAGSHIP AIR CRUISES AND AMERICAN'S SUN COUNTRY RANCH AND RESORT DIRECTORY



**THE APACHE TRAIL, ROOSEVELT DAM AND PREHISTORIC PUZZLERS NEARBY PHOENIX:**

Phoenix is famous for its smart resorts, for its startling greenness against the desert. Winding out of the city, and exciting as its name, is the Apache Trail — 210 miles of amazing scenery, past strange and colorful rock formations to Roosevelt Dam — a delightful day's trip by car.

And take your fishing tackle with you, for Canyon Lake bears the angler's investigation. Pry into the prehistoric, too, in the cliff dwellings of Tonto and Montezuma — solve, if



you can, the "calendar" and maze within the walls of Casa Grande ruins.

**DOUGLAS DIVERSIONS:**

Can you imagine a happier hunting ground than one in which tigers, lions, deer, and other big game are *guaranteed*? Down around Douglas this is actually the case — and you have the double pleasure of riding pack trails, with competent guides, in the Chiracahua, Swisshelm, and Sonora ranges. Advance arrangements should be made for hunting.

CATCH UP WITH THE

*Sun*

GET CAUGHT UP ON

*Fun!*

May we talk for a minute about the gentle art of taking it easy, relaxing — loafing? May we prescribe a little tonic for those muscles of yours long before the calendar says it's time? Perhaps you have thought that you'd found ways and places to thaw winter out of the inner man, and put spring in its place. But you just don't know what the Southwest sun, combined with Sun Country fun, can do for you!

The Southwest, and California, are dotted with inland seas — clear sparkling outdoor pools, mirroring the sky, the surrounding palms, and happy faces. Maybe it's the delight of the unexpected, or the life that goes with swimming pools that makes them so popular. The brightly colored festive cabanas and huge shade umbrellas. The sociability of congenial people gathered in lawn and table games or easy conversation. The indescribable pleasure of stretching, like a blissful tabby cat, full length beneath the sun.

But the sun is a partner in play in other sports than swimming. See what a helpful kibitzer he is as you prepare to drive one off the first tee, see how perfect a course can be when greens never know the wilt of winter. Feel a quickening pulse as polo helmets and mallets flash, set to the music of ponies' drumming hooves. Find new strength in a well-tanned arm for tennis or badminton volleys.

#### ENJOY LIFE — THE WESTERN WAY

Sun Country resorts and hotels have several objectives in *your* life. Living comfort, of course. But beyond this, managements go to surprising lengths to make all the activities and pleasures of the Sun Country immediately available to you. Many of these hotels follow the interesting Western plan of a central building with dining and social facilities, with rooms in surrounding cottages or bungalows. Besides tea dances and semi-formal afternoon parties, desert nights add new enchantment to evening entertainment. Most important, you'll *like* the people you meet.

*Sun Country*

SIDE-SHOWS



#### CARLSBAD CAVERNS — NEAR EL PASO

Carlsbad Caverns — largest subterranean wonder in the world — is a Sun Country sight that is becoming more and more popular as a place to visit. And now you can reach this underground world by air — in a 93-minute side trip from El Paso, 4 hours by motor. In a single day, you can see spectacular scenery on the way to Carlsbad, then descend to wend your wondering way through high-vaulted tunnels and great chambers — as many as seven miles if you're in good cavern-hiking form.



#### THE GRAND CANYON — FROM PHOENIX

Favorite side trip from Phoenix is Grand Canyon. A day's driving takes you to the brim. Then a day spent in having your eyes seemingly tricked by dazzling color and stone formations, descending by burro elevator to a silvery river in the Canyon's basement.

Return through the Painted Desert and the Petrified Forest — worth seeing in their own right — and you've had a handsome helping of desert display.

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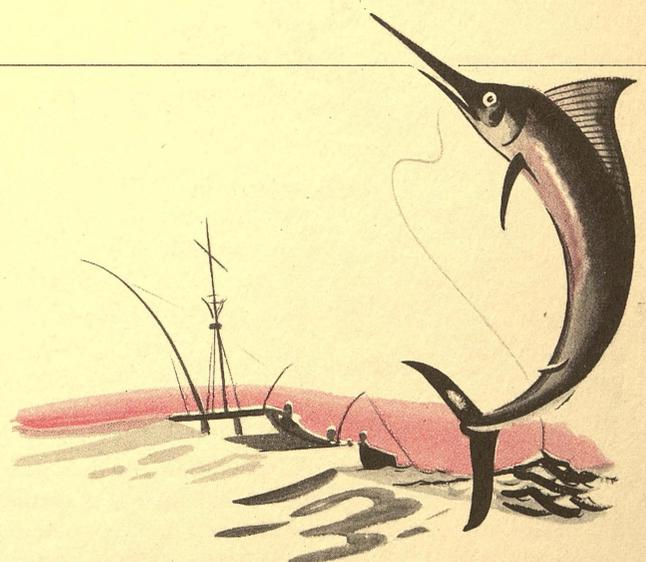


**SOUTH OF BOREDOM — DOWN MEXICO WAY**



**ABROAD IN TWO MINUTES — TO JUAREZ:**

Be an opportunist when you go to the Sun Country. Mexico is so close that you can easily include it in your plans. From El Paso, for instance, a bridge only two minutes long takes you abroad — into Mexico and the city of Juarez. Here are Mexican color, craft-laden shops for buying sprees, a bona fide Bull Ring for a new sports thrill, and famous Guadalupe Mission.



**AIR CONNECTIONS TO MEXICO AND THE GULF:**

If you want to probe deeper into Mexico, excellent air connections at Dallas or Fort Worth will take you down through San Antonio, Brownsville and Matamoros to Mexico City and the other Americas. Fort Worth and Dallas air connections will also take you to well-known battle grounds for deep-sea fishermen — at Corpus Christi and Aransas Pass in Texas on the Gulf of Mexico. Duck hunting, too!

## TRAVEL PICTURE WITH *You* THE STAR

Don't try to conceal your joyful excitement when you first see Southern California from the air. Those emeralds that you see are swimming pools, that giant candlewick, tufted with green, is a great orchard. River beds and city roads make a crazy network of white. It's a varied picture — the first indication of the wonderfully varied experience you are about to know.

Where can you find so much to do, or do so much, when time is prodding? Especially *this year* — the year of the gay "Sun Festival".

You can depend upon California's fashionable hotels, resorts and ranches for smart living — for a round of activities that will send you home reluctant but revitalized. There's scenery to bewitch you, trips to take — everything from history-worn Missions and gold-rush Ghost towns, to Hollywood and centers of art, music and science.

Then if it's sports you're after, sing Hallelujah! For here is everything for participant or spectator. Southern California has become a busy center for after-sundown pleasures, too. Night clubs, cafes, and theatres offer the very best of entertainment. Many of the most popular radio broadcasts originate here — with big-name voices and favorite radio personalities taking part. Ballet, opera, outdoor symphony, Little Theatres — yes, California visitors *are* amused.

### FOR YOUR SPECIAL PLEASURE — THE ALL-WINTER "SUN FESTIVAL" OF 300 EVENTS

Especially fortunate are you who will visit Southern California this winter. For *this* is the year of the All-Winter "Sun Festival" — an exciting program of over 300 interesting events. In practically all of the places described below — and in dozens of others — countless attractions will be in full and festive swing. Pageants, fiestas — a special program of entertainment in fields of art, music, and the theatre — championship sports and colorful Holiday celebrations — will give you a merry round of unusual things to do and things to see. The "Sun Festival" is double assurance that California offers a real vacation money's worth.

## *Nights* AND *Days* HAVE A THOUSAND JOYS



You'll have the time of your life planning that time in your life that you spend in California. Hotel, resort or ranch activities will have plenty of interest—but you can't ignore the many things that there are to see everywhere about you.

#### HEYDAY IN HOLLYWOOD:

There's no spectacle to compare with the dawn that comes up over Hollywood after sunset. Boulevards glow, searchlights thrust blue shafts into the sky, theatre marquees sparkle, as the stars come out to see their previews and join in evening affairs. And in the middle of all this — sharing the fun and frivolity — *you!*

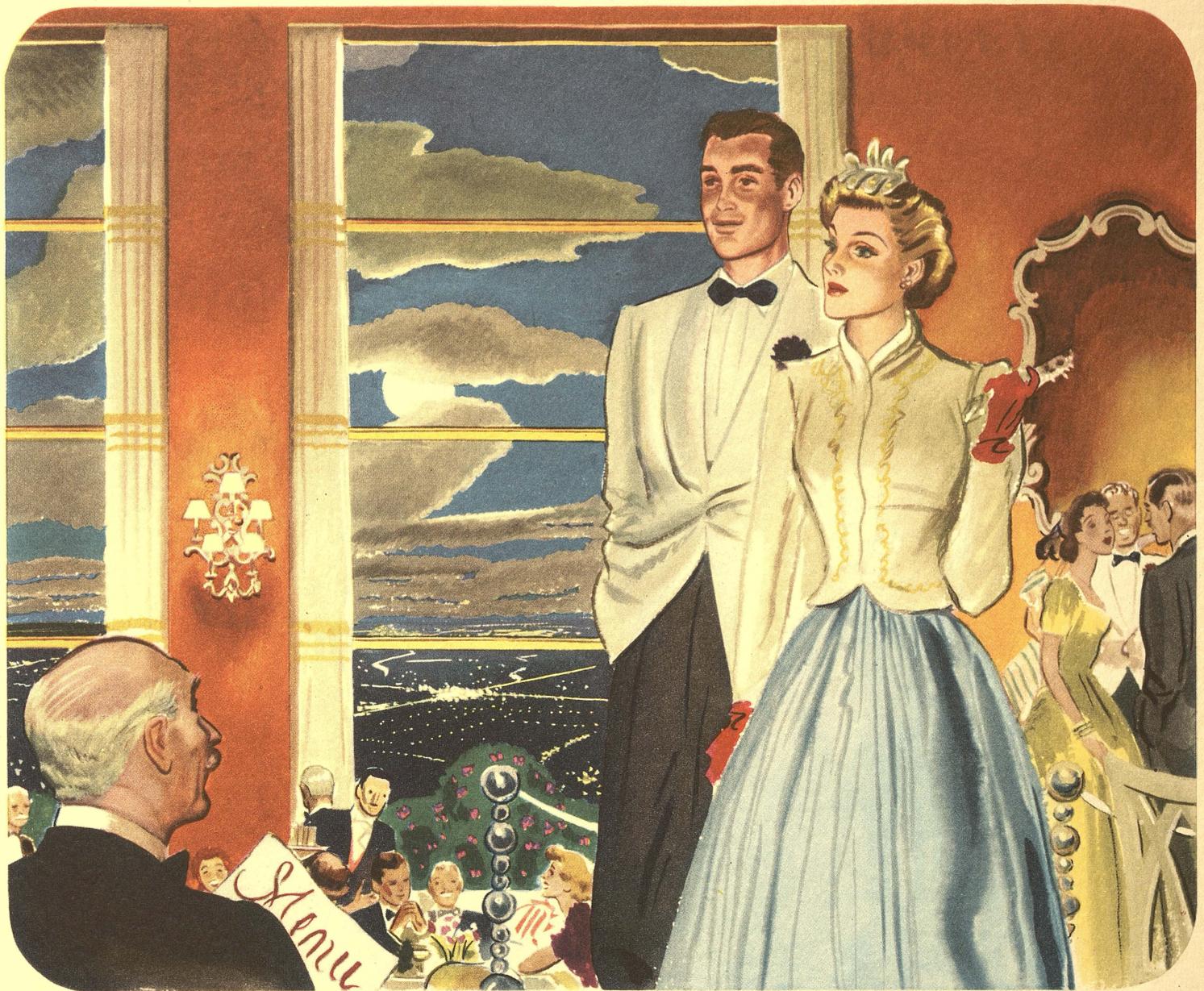
Hollywood has its matinee show, too — every day. You can tour the movie world, shop in the smartest stores, drop into the clever restaurants and cafes where your screen favorites are most likely to be. Hollywood is a side of California that is fascinating to some, interesting and amazing to all.



#### MISSIONS — OR MEXICAN MERRIMENT:

Missions are so closely associated with California that you must at least see the best of them. You'll find them one day's journey apart on the Mission Trail, skirting the coast. Stop at San Juan Capistrano, for a good example, on the way to San Diego and Coronado. Then, if you're in the mood, Mexico's Tijuana and the resort of Playa Ensenada — very close by — offer light and happy moments.

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DIRECTORY



**PLAY AT ARROWHEAD AND PALM SPRINGS:**

Drive through the sweet-laden air of orange groves in San Bernardino to Lake Arrowhead — a popular mountain resort playground. Here you can switch from Sun Country sports to fast runs on mountain ski trails, all in a matter of minutes.

Or go a little eastward to the desert splendor of Palm Springs, minutes away by plane, a few hours by car. Whether you go in for the merry fun of bicycling, exploring canyons on horseback, carefree splashing in warm pools, or smart night life, Palm Springs will be underlined in your memory book.

Catalina Island sounds like fun — and it is. In 20 minutes a seaplane takes you there. For beach and water play Santa Monica is another shining spot.

**NORTH TO SAN FRANCISCO, YOSEMITE AND FABULOUS TREES:**

In every sense, there are big things north of Los Angeles that you should take in if you have time. The towering trees of Sequoia and General Grant National Parks, the great majesty of Yosemite are just a few. Be properly impressed by San Francisco's great bridges — and while you're there enjoy the shops and flower stands, the waterfront sights of this great city. San Francisco's Chinatown, you know, is the biggest outside China itself. Other "musts" on your northern itin-



erary are Lake Tahoe, artistic Carmel, much-pictured Monterey, golfers' Del Monte, and bright Santa Barbara.

When you arrive in Los Angeles, you'll find a unique welcoming party waiting to greet you. Just across the way from the American Airlines' ticket office on West Sixth Street is the Official Visitors' Bureau of the All-Year Club of Southern California. This helpful service can tell you when and where each event in the "Sun Festival" takes place — help you plan your itinerary so that you may see more and do more, without wasting even a golden minute. Guidebooks, maps, 26 different aids are offered without charge.



**HOW MUCH TRAVEL ENJOYMENT HAVE YOU BEEN MISSING?**



It is the many extra Flagship services — all given *without* extra charge — that make people so fond of flying American.

By training, your Flagship Stewardess knows an amazing number of answers to travel enjoyment. By nature, she gives them as a personalized service that you will appreciate. She can supply magazines, writing materials, cards and games, answer questions — a push-button on the wall does the trick. Then, because she is a Graduate Nurse, she is more than qualified to help with children.

Flagship life has pleasant social aspects, too. You can chat over cigarettes, play bridge or group games. You'll

find that the people who fly are interesting people, that they make very good travelling companions.

Smell that heavenly whiff from the Flagship galley? Steak — or perhaps chicken — main entree in a delicious full-course dinner prepared on the ground by the fussiest chefs and served — with linen, china, silverware and all — by your Flagship Stewardess. Each Skysleeper compartment has its own table for comfortable service of breakfast, luncheon or dinner. Enthuse as you will over American service, you'll never stop talking about the things that go on *outside* your Flagship window. It's flight-seeing at its best. Watch America unroll itself below — slowly, as if considerate of your wish to miss nothing. Gaze entranced at pin-cushion forests, tiny motor cars and

# To Flagship

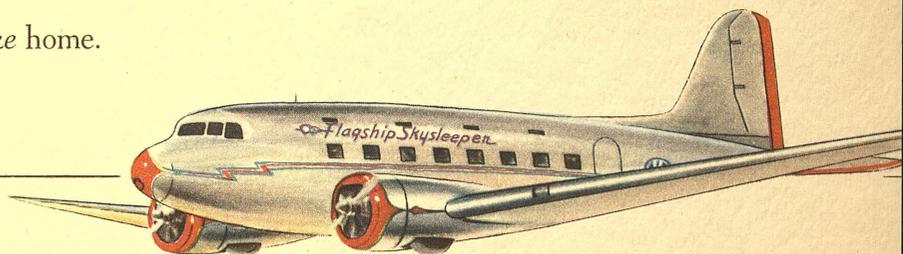
ON THE SOUTHERN  
ROUTE FOR EXTRA TRAVEL PLEASURE

Ever felt a warm glow prickle your cheeks when something especially pleases you? Fine music will do it — or any really happy moment. It's a sign of real enjoyment — a feeling all the sweeter for its rareness. And it's exactly the feeling you'll get on your first trip on a Flagship Skysleeper.

There's a freedom in going places by air, that you just never know in traveling on the ground. There's the knowledge, too, that you are enjoying something dreamed of since the days of Leonardo Da Vinci but not fully realized until *your* time. Here you are, traveling at great speed — speed enough to carry you from coast to coast overnight. Yet you're couched in comfortable luxury — with no *feeling* of speed or hurry. And the world's at your feet. It's extraordinarily good for your self respect, and it's an experience which — if you have never known it — is well your due.

Besides the favors of climate and scenery which nature bestows upon the Southern Route, American Flagships are especially designed for comfort and travel enjoyment. Cabins are spacious, and divided into compartments with wide facing seats. Two people could sit on each seat comfortably, but instead you have it all to yourself. At your elbow is an ash tray. Overhead are lights, and an outlet for sky-conditioned air. Floors are deep-carpeted, walls and ceiling nicely decorated. So thoroughly sound-proofed are Flagships that you can converse in perfectly normal tones.

You're at home in the air — because it's so very much *like* home.



trains, shining white villages — looking exactly like toys upon a counterpane. See winter change to spring, and spring to summer, all in a few hours. See America — as only American Flagships, flying the Southern Route, can show it to you!

**FLAGSHIP FEAST:** *You'll find no finer table than that set by American for its guests. Kitchens of famous hotels and restaurants prepare the food served in Flagships — kept hot and tempting in the special buffets with which Flagships are equipped. And you don't have to allow for meal money en route because there is no extra charge for food served while in flight.*



# Bedtime Story

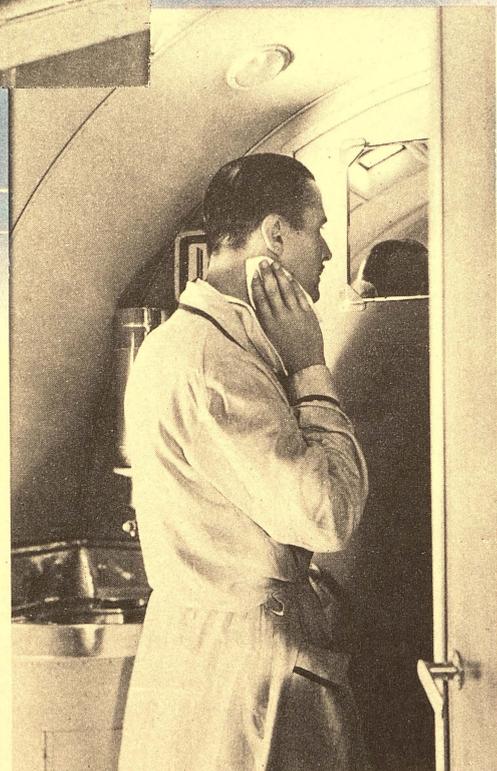
PRIVACY AND HOMELIKE COMFORT FOR SOUND SLEEP



Pleasant as your Flagship evening may be, however unwilling your eyes to close in sleep, slumber in a Skysleeper is nothing short of blissful. For Skysleeper berths are unusually large — six feet five inches long and just as wide as a regular twin bed. Flying at night is particularly smooth, and you sleep on a mattress of soft down. At your right hand is a reading light, and an outlet for all the clean-swept air you desire. Curtains give complete privacy. *And as a new travel note, upper berths are just as comfortable as lowers.*

Prop up your pillow, and see through your window the spectacular show of a world bedecked with lights. You'll see the pattern of a great city in yellow, red and green, a splash of street lights in a cross-roads town, the probing beams of automobiles. Further west, a thousand golden plumes mark the gas jets of an oil field.

And in the air is the quiet glow of starlight shining silver-blue on wings and friendly clouds. In a moment you're nodding, with the humming of your ship and the soft luxury of your bed to bring on real dreams to replace the one you are living.



**ROOM FOR DRESSING** *American Skysleepers have completely equipped dressing rooms and lavatories to make rising and retiring pleasant and easy. Clothing hangers inside berth curtains keep apparel pin-neat. Dressing room appointments and facilities include dressing table, running water, and electric razor. Skysleepers are modern — made for a new kind of travel living.*

# Flagship

TRAVEL MINUTES ARE GOLDEN!

**FLAGSHIP FLIGHT-SEEING:** Read, write, relax — or sit enchanted, flight-seeing through your Flagship window. Identify cities, rivers and famous landmarks through the route map your Stewardess will provide. Sing "America the Beautiful" — forever after, find new meaning in the words.



**A JUNKET FOR JUNIORS:** With your Stewardess to help, and so much to interest them, child air travelers are truly the pride of their parents, and a joy to take along. Children's fares are low, too. Those under twelve travel at half fare, infants under two travel free!



**AMERICAN SPIRIT:** You'll find an attitude of helpfulness and courtesy in all American employees. In flight, meet your Flagship Captain. He'll answer any questions, explain interesting facts about your Flagship or the flight. An expert flyer — a friendly advisor.



**CAMERA CLASSICS:** There's no better picture subject than the world as seen from the air. Take along your still or movie camera — shoot a wonderful record of your trip, right through your Flagship window. There's lots to interest you when you fly!





**AMERICAN AIRLINES**

*To AND Through* **THE SUN COUNTRY**