

THE AMERICAN STANDARD

SERVICE FIT FOR A KING

AMERICAN AIRLINES *Inc.*



TODAY THE AIRPLANE is a machine of War. Even every silver-winged airliner—including your Flagship—is in the battle we fight here at home. For, to keep the wheels of war production turning, America needs airliner speed to carry men, materials and mail. To carry YOU. So . . . when the 5:15 soars off the runway, it's working for America.

This means many things. As you can well imagine, it means that every pound of Flagship carrying capacity *must* be available for useful load. Thus, for the duration, certain peacetime comforts—which are luxuries now because they weigh too much—have had to go. Sky-sleeper accommodations, for example.

But one thing about Flagship service never changes: From the moment you step on board, you are King!

Or Queen! Niceties that require just a little extra effort on our part are still our "order of the day," Your Majesty, and there is more reason now than ever why they should be. Today you're undoubtedly a Hard-Pressed Majesty. So part of our job aloft is, we think, to offer respite—the relaxation, the well-being and peace you get when friends and comfort make you "feel at home."

This is the Spirit of Service, "The American Way." We like to think this booklet expresses some of it—by guiding you to little niceties of service available on board a Flagship—to things that give you more, Your Majesty, than just fast transportation.

AMERICAN AIRLINES *Inc.*



"YOUR MAJESTY RANG?"

Whenever you want something on a Flagship, just—please—touch the button on the wall. The answering genie—your lady-in-waiting—is the Stewardess. She is here to serve you.

COATS AND HATS AND THINGS



Above your seat is a shelf—a place to store conveniently your hat and coat. For mussable apparel, the Stewardess has a racked wardrobe—she'll hang your coat there if you wish—to be returned just before you leave the plane.

Checked baggage is not available during the trip. If, on overnight trips, you haven't packed toilet articles separately in a kit to take into the cabin, just say "Overnight bag, please," when the Ticket Agent checks you in at the start of your trip. He'll hand Your Majesty one—complimentary and adequate.

★ Heavy or large articles and cameras cannot be carried in the cabin, must be checked.



**SO THAT YOU
WON'T
ABDICATE
YOUR THRONE—**

“Why seat belts?” you may ask. Well, have you ever been standing in a bus, train or trolley when it started or stopped? Then you’ll realize “why seat belts.” Flagships which travel many times faster than other forms of transportation, naturally accelerate and decelerate quicker, too. Hence seat belts—primarily to remind you not to stand up while the Flagship is landing or taking off.

The Stewardess is instructed to check up on Your Majesty’s seat belt—be of assistance if necessary—when the electric sign at the front of the plane goes on. Please keep the belt fastened securely at such times.

At terminals and at main stops, comfortable cabin temperature is maintained by an air-conditioning unit connected from outside to the Flagship ventilating system. Aloft, the ship’s own steam heating plant does the job in winter, nature’s cool fresh upper air in summer.

If you are too warm or too cool, speak to the Stewardess. Perhaps an adjustment of the thermostatic control system is all that’s necessary. Maybe Your Majesty would like a cozy blanket as well. Or maybe you’d like to regulate your own cooling breeze as explained on the next page.

TOO WARM?

TOO COOL?





The main ventilating system completely changes the air in your Flagship once every minute. But if you want more, pull open your own private ventilator above the window. Ask the Stewardess, if the gadget baffles you on first meeting. Then *breathe!* You are traveling through the cleanest, freshest air in all the world!

Aim the flow of air right at you, or straight up, as in the diagram. Other positions of the ventilator cause drafts on other passengers.



"WHERE ARE WE?"

You don't need to bring along your atlas. There's a Route Map in the pocket on the back of the seat ahead—a road-map of the air that helps you follow your Flagship's course—identifies cities, rivers, lakes and points of interest.



NO MORE CAMERAS

Time was when you could capture on film a bit of the beauty that is one of the plus-values of air travel. But now necessary war precautions prohibit any cameras in the cabin. Better pack them securely in your checked baggage. We're sorry, Your Majesty—but you understand.



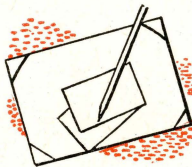


If this is your first flight, you are probably full of ideas about the unpleasantness of "rough air"—imparted by your faithful friends. BOO!!!

Of course, if you have flown frequently we don't need to reassure you. You know that—just as water is the sailing element of a boat, so air is the "flying element" of an airplane. You know, too, that warm air rises, cold air sinks. So that if there *are* strong rising and descending air currents; the plane follows them—just as a boat moves up and down with the motion of the waves.

Matter of fact, Your Majesty will really enjoy these air "bumps" if you experience them occasionally—as a change from the usual placid smoothness of your flight.

WANT TO WRITE? Catch up on old correspondence? Jot notes or write a report? There's a complete writing kit—stationery, postcards, telegram blanks—in the rack at the front of the cabin.



The Stewardess can even provide a table—a solid foundation for your writing. Beware of your fountain pen. Some new ones—especially designed for modern living and with an eye to air travel—won't commit a nuisance aloft. But most older pens are ground animals. They're apt to belch airy ink bubbles when you open them. (At flight altitudes air pressure is lower than where they were filled on earth.) So play safe—have the pen full of ink—no room for air. Open it cautiously (or let the Stewardess do it) and replace the cap tightly when you have finished writing.





~~NO~~
**SMOKING
ALLOWED**

There is an ashtray in the wall at your elbow, or under the arm-end between Club Flagship seats.

If cigar or pipe smoking interferes with Your Majesty's enjoyment of your flight, please tell the Stewardess. She will ask such smokers to please refrain. Flagship regulations permit cigar and pipe smoking only when it is not annoying to others—the hallowed "greatest good of greatest number" idea.

Another "Please": Don't smoke (1) while your Flagship is on the ground, (2) while landing or taking off, (3) while the No SMOKING sign is on.

WANT A DRINK?

Fresh drinking water and individual cups—at the rear of the cabin. The Stewardess will serve you.

THAT EMPTY SEAT

Have you ever wondered why there should be empty seats on a Flagship you had understood was "sold out," Your Majesty? Well, here are some of the reasons:

1. A Flagship—like any vehicle—is licensed to carry a certain maximum weight load. Maybe, on the flight in question, so much of that load was devoted to war cargo that there wasn't enough left to accommodate 21 passengers.

2. Gasoline uses up part of the allowable load. American's flights are so scheduled that the necessary amount of fuel (quantity to be used in flight, plus a large reserve) will normally not limit the passengers to fewer than 21. However, if winds are less favoring than is normal, the necessary amount of fuel is *greater*, and the flight may be restricted to fewer passengers.



3. *Maybe somebody was a "No Show."* A No Show is one who reserves a seat, then neither uses it nor releases it for someone else by cancelling the space as soon as possible—never good, Your Majesty, but downright unpatriotic nowadays.

WHAT'S NEW?

The quiet Flagship cabin is a fine place to read. And the Stewardess can provide current magazines and the latest newspapers from the Library rack up front—unless Your Majesty would rather browse and make your own selection.

At night, you will find the tiny light on the wall beside your seat illuminating for you, but not annoying to others. The beam is hooded and focused on your book in natural reading position.

WALK AROUND? Why not? We don't say you'll get there sooner by walking—but any time you want to stretch your legs, just get up and promenade. Except, of course, when the "Seat Belt" light is on, as when landing or taking off.



PILLOW, PLEASE (SURE YOU CAN SLEEP ON CLUB FLAGSHIPS)

Are you work-worn these days? Tired and on edge? Well, a Flagship's a fine place for a rest cure. There's fresh air and the drowsy hum of the motors . . . sweet peace for a forty-wink refresher. So relax.

Push the button★ on the arm of your lounge chair and lean back. Down you go to the most comfortable level. Release the button, then, to lock the chair in position.

Now, call the Stewardess and say "Pillow" or "Pillow and Blanket". She will cover you up, tuck you in . . . and wake you up on schedule.

★ *In some Flagships seat arms have two buttons: Inside button controls the reclining back, outside button governs tilt of seat itself. If there is only one big button, that one does the entire job itself.*





ON THE HOUSE:

Complete meals—hot, or cool and crisp as the season warrants—are served on flights that are in the air at mealtime. Compliments of the Line, Your Majesty!

SNACKS . . .

Have you missed a meal in your hurry? Well, the Stewardess keeps a "Snac-kitchen!" Nothing fancy, but it will stave off starvation . . . And it's all yours for the asking.



DID YOU KNOW?

Aspirin, antiseptic, alkaline fizz drinks and such are in the Stewardess' Service Kit. Call on her for these things—and *especially* if you experience any ear distress as air pressure changes with altitude. She can help you remedy—and suggest ways to avoid.

CHEWING GUM

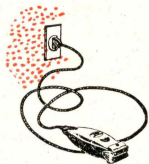
One of the easiest ways to avoid ear discomfort. Swallowing—and who can chew long without swallowing automatically—equalizes air pressure inside the ear with that outside. And so the Stewardess serves gum before each landing. (If gum doesn't quite work, Your Majesty, try yawning—a good, big, wide one.)



BACK THAR...

The Flagship lavatory. It's neat and clean—provided with linen towels, disposable tissues and other comfort items. And the

Stewardess has a razor—a fine, electric chin-smoother. It plugs into a special 12-volt electric outlet in the lavatory wall.



BABIES' AID If you will want to heat a bottle, please tell us when you make your reservation. The Stewardess can supply "Chux" and Pablum if you need them. Your Small Majesties, under 2 years and carried in arms, ride free. One, that is, free per adult Majesty.

Bassinetts, not over 17" x 10" x 36" and equipped with handles, are carried provided reservation is made and ticket purchased for the infant.



MAKING CONNECTIONS?

The Aviation Guide in the magazine rack up front has schedules on all airlines. And the Stewardess can tell you about baggage checking and tickets.



SEND TELEGRAMS!

Would Your Majesty like to prepare messages to dispatch at the next airport stop? There are telegram blanks in the Writing Kit. And your wires will be helpfully specific if you say **ARRIVING** (*air line name*) **TRIP** (*number*) **DUE** (*time*)—instead of just "Arriving 5 o'clock plane."

You can also receive telegrams at any airport stop enroute. The telegraph companies can reach you with wires addressed in care of the American Airlines flight (mentioned by number) on which you are traveling.





SCENERY—ALOW AND ALOFT

ONLY SLIGHTLY CENSORED FOR DURATION

Military requirements nowadays sometimes draw the curtains on the greatest show on earth—and, for that matter, in the sky. The Captain, in complying with these requirements will at certain times direct the Stewardess to draw the window shades. Your Majesty will understand, of course, this natural wartime precaution. And please don't peek—the Stewardess is obliged to report those who do.

Most of the time—when the curtains are open—you have a front-row-center seat for a spectacle that is more than just “colossal.”

The Earth—more of it than you ever saw before at one time—looking like a working model of itself. Here's Geography in the grand manner at three miles a minute!

The Sky—of which you seem to be a part! If you are lucky, there will be clouds—majestic or demure; white or pastel-colored in the slanting sun; scattered or solid like a cotton batting carpet so that your Flagship floats you through an entirely new domain.

At night—the Earth bedecked with twinkling lights that trace out highways, cluster at crossroads and blend in a mantling sky-glow over cities (except, these days, in dimout districts). You and a million stars look down together on the night-gowned land below. Your Majesty is really—at last—“away from it all!”

When you fly in clouds or above a solid overcast, you seem to lose interest in the Earth. Out of sight, out of mind. But perhaps you wonder how the Flagship maintains its course. From the beginning of your trip to its completion, your plane is in constant radio contact with

ground stations along the route. Sound is made just as tangible an operating aid as roadside markers are for your car, or lights or semaphores for a railroad. You fly a radio beam highway, and—as part of regular routine—your plane reports at set intervals, called radio “check points.”

Landings—when the “ceiling” or visibility is reduced—follow a definite routine made possible by

A Sky Highway You Can't See or Touch

scientific use of radio. On *either clear or cloudy days*, your Flagship Captain receives landing instructions from a corps of experts at destination airport. This ground force might be likened to a great air traffic cop. At all times, it knows every plane that is in the air—its position at any moment, its definite arrival time.



Airways Traffic Control gives all planes approaching or leaving an airport their traffic instructions. If several planes are arriving at approximately the same time, and other planes leaving, Traffic Control talks by radio voice to *all* of them. Such Control contacts with Flagships are always relayed through American's own Flight Control office. Though you cannot see the ground, Airways Control knows your position, and that of every other plane in the area.

If there is no other traffic when your plane arrives at the airport, Airways Traffic Control will instruct your Captain to descend through the clouds and

complete the landing. If one or more planes are ahead of you, your Captain will be assigned a definite altitude, on a definite radio beam. Each plane, so held in the air, flies at a *different* altitude, far away from all others. While waiting its turn to land, each plane flies back and forth on its assigned beam—you may notice the occasional turns as your plane cruises about, "marking time."

WEATHER REPORT

Ceiling FT.

Visibility MI.

Wind Direction ; Velocity M.P.H.

Temperature F. Tomorrow until noon , then

"WEATHER REPORT:"

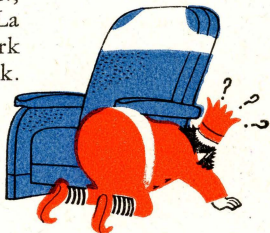
The above summary, Your Majesty, is the only report we can give you—for the duration. The complete weather data on which Flagship flight plans are based is, as you no doubt know, a military secret. Your stewardess—otherwise so well-informed—isn't even "in the know."

GLAD OR MAD?

Has Your Majesty enjoyed the trip? Or, is there some suggestion you would like to make? By all means, let us know. Your message is confidential and valuable. Use one of our *Memo to the President* forms, seal it and mail—or ask the Stewardess to mail it for you.

WHERE IS IT?

Gloves, scarf, glasses' case—got them all? Please, before you leave the plane, make sure you have everything. Later, if you find you've lost something in spite of yourself, try our Lost and Found Department. No guarantees, of course, but we may have it there. Inquire through any American Airlines' office or write to Lost & Found Dept., American Airlines, Inc., La Guardia Field, New York Airport Station, New York.



SERVICE INFORMATION

All seats on Flagships are reserved, though no definite seat numbers are assigned. Reservations may be made by phone, by wire, or in person at American Airlines offices—or through anyone Your Majesty usually deals with in obtaining transportation. To be surest of getting the accommodations you want, it is well to make reservations and pick up tickets as far in advance as possible.

How Do I Make RESERVATIONS?

American Airlines carries 40 lbs. of luggage free on your ticket. (An ordinary suitcase, packed full of clothing, etc., weighs only about 30 lbs.) Excess baggage may be carried at a special rate—or, if you'll notify us in advance, we will be glad to ship it ahead by rail express at regular low rates, taking care of all details.

How Much BAGGAGE *Am I Permitted?*

*How Do I Get
To and From*
THE AIRPORT?

In all cities which it serves, American Airlines has arranged special airport car or cab service at low fares between air terminals and downtown districts. Fares usually range from 50c to \$1 per person. If such transportation is desired, please let us know at time reservation is made.

If you provide your own transportation to the airport, plan to arrive there 10 minutes or so before flight departure time.

*What Should I Do
When I Get
to the Airport?*

Unless you have already done so at the American Airlines' City Ticket Office, "check in" at the American service counter at the airport terminal. There, baggage, brought in by porters from airport car, is weighed and tagged.



TIPPING?—

NO THANK YOU*

No member of Your Majesty's Flagship crew will accept a tip. They prefer the extra compensation that comes from knowing you are pleased with American Airlines' service.

★Buy U. S. War Stamps instead.