



AMERICAN AIRLINES INC.

100 EAST 42nd STREET
NEW YORK 17, N. Y.

OFFICE OF
THE PRESIDENT

September 6, 1944

Dear Amon:

Following the last Directors Meeting in New York we presented with the aid of charts the results of American's questionnaire, "You and Postwar Air Transportation." Now we are releasing the story to the press. A copy of our release which is for publication Friday, September 8, is enclosed herewith, and I am sure you will find it interesting.

The booklet is a pre-publication rough-dummy draft. We are using it as an attachment to the news release and we are also sending it to a limited number of persons outside the company who have requested the results of our survey.

The final booklet together with a letter will be mailed to all those people who received the original questionnaire and we will see that a copy is sent to you.

Sincerely

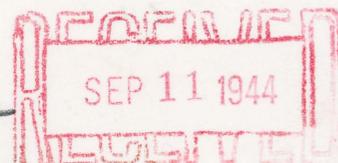
A. N. Kemp

number pages

Mr. Amon G. Carter
Ft. Worth Star-Telegram
Ft. Worth 2, Texas

*Foot Booklet
How much
will be returned
late*

*Foot
Booklet
Solving*



From: American Airlines, Inc.

FOR RELEASE FRIDAY, SEPTEMBER 8, 1944

WASHINGTON, D.C. September 7 - A total of 1,378,434 written reactions in a survey conducted by American Airlines, Inc. represents for the first time the attitude of the air-traveling public in the United States toward postwar air transportation. A report of the survey was presented before the members of the Civil Aeronautics Board in Washington today by Charles A. Rheinstrom, Vice President-Traffic for American Airlines. There was unanimity among air travelers on one timely point -- that Americans will prefer to ride on airlines flying the American flag in overseas flights.

The survey, initiated by American Airlines eleven months ago, reveals national interest in the subject of air transportation. In addition to the reactions to questions asked in the American Airlines' questionnaire booklet, "You - and Postwar Air Transportation", thousands of unsolicited letters were received. These replies reflect a keen understanding of the subject and an approval of the sound approach to the planning of postwar air transportation.

In view of the widespread conjecture in recent months concerning the size and shape of transport planes of the future, it is significant that in response to the question, "Do you favor mammoth airliners?", 84% said, "No", but indicated an interest in slightly larger and faster equipment.

A question on travel to foreign countries establishes the fact that the British Isles was first choice; Continental Europe, second; and other Americas, Russia, Mexico and Scandinavia ranked in that order. It further reveals that air travelers looked to air transportation as a means by which they could select their climate for weekends and short vacations.

The question regarding service, which has always been an important consideration of air travelers, discloses that the consensus is overwhelmingly

in favor of stewardesses aboard all flights and also a continuation of the present food service -- tasty, expertly prepared meals without extra charge.

In the way of "extras" the survey produces interest in two diversions: individual radios, and illuminated trip progress panels indicating the names of cities being flown over. Ship-to-ground communication for passengers, a library of current books in addition to the magazines now available and a ticker news service are among other conveniences suggested.

The survey also shows that four out of five replies favored strategically-located regional airports serving several neighboring communities as against separate local airports for each community.

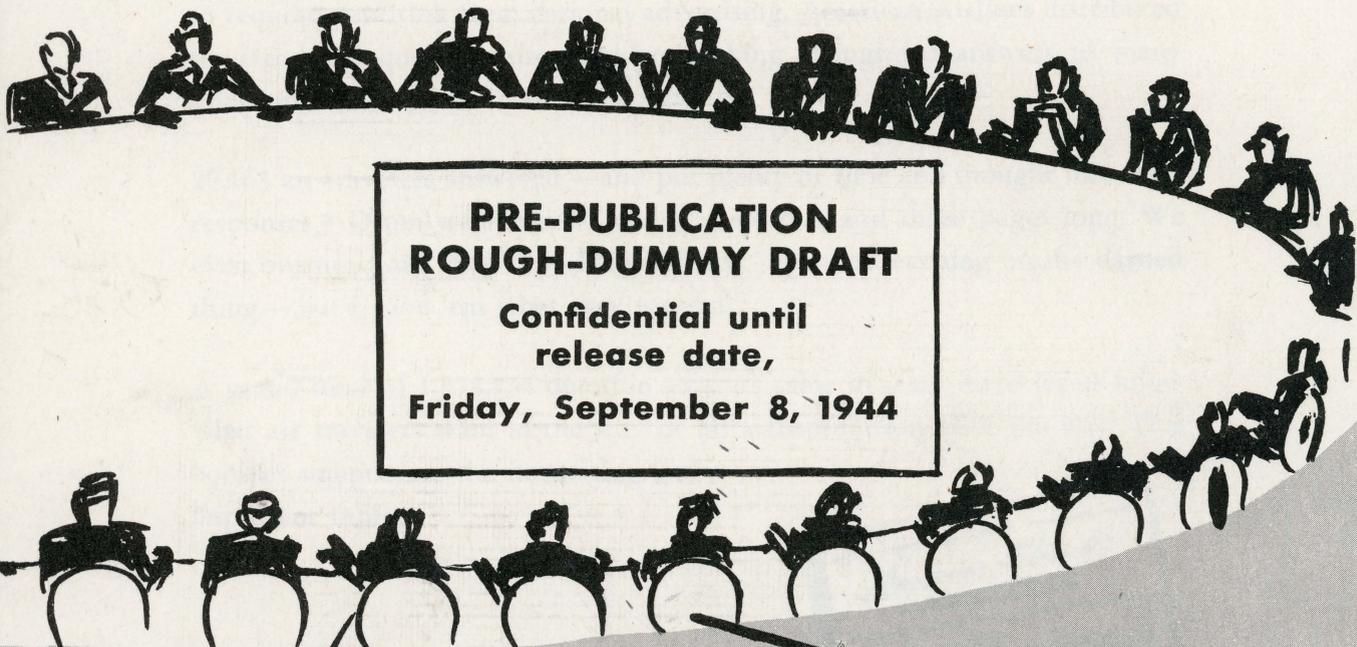
The time of day at which people desire to use air transportation shows that among pleasure travelers 62% preferred daytime flights and for long trips 38% of this same group preferred night flights. Business travelers, however, indicate a 64% preference for night flying.

NOTE TO EDITOR:

Attached are advanced proofs outlining in detail the points included in the above release.

*Number
pages*

So we talked it over with 27,163 air travelers



**PRE-PUBLICATION
ROUGH-DUMMY DRAFT**
Confidential until
release date,
Friday, September 8, 1944

**REPORT OF A MEETING-BY-MAIL
ON POSTWAR AIR TRANSPORTATION**
★ ★ ★
AMERICAN AIRLINES, Inc.

A postage stamp is depicted in the upper right corner of the tilted box, with wavy lines representing a postmark. Below the stamp, three black arrows point to the right, indicating the direction of the report's distribution.

1,378,434 answers to Postwar Questions

An airline, as you can well imagine, has its share of postwar planning problems. American Airlines, Inc., moreover, has always made a particular point of improving its passenger service, finding out what was needed, what would be helpful — and then aiming to do it better than it had ever been done before.

What could be more natural, then, than that American should look directly to the public to find out what the public wants in postwar air transportation? And so we did.

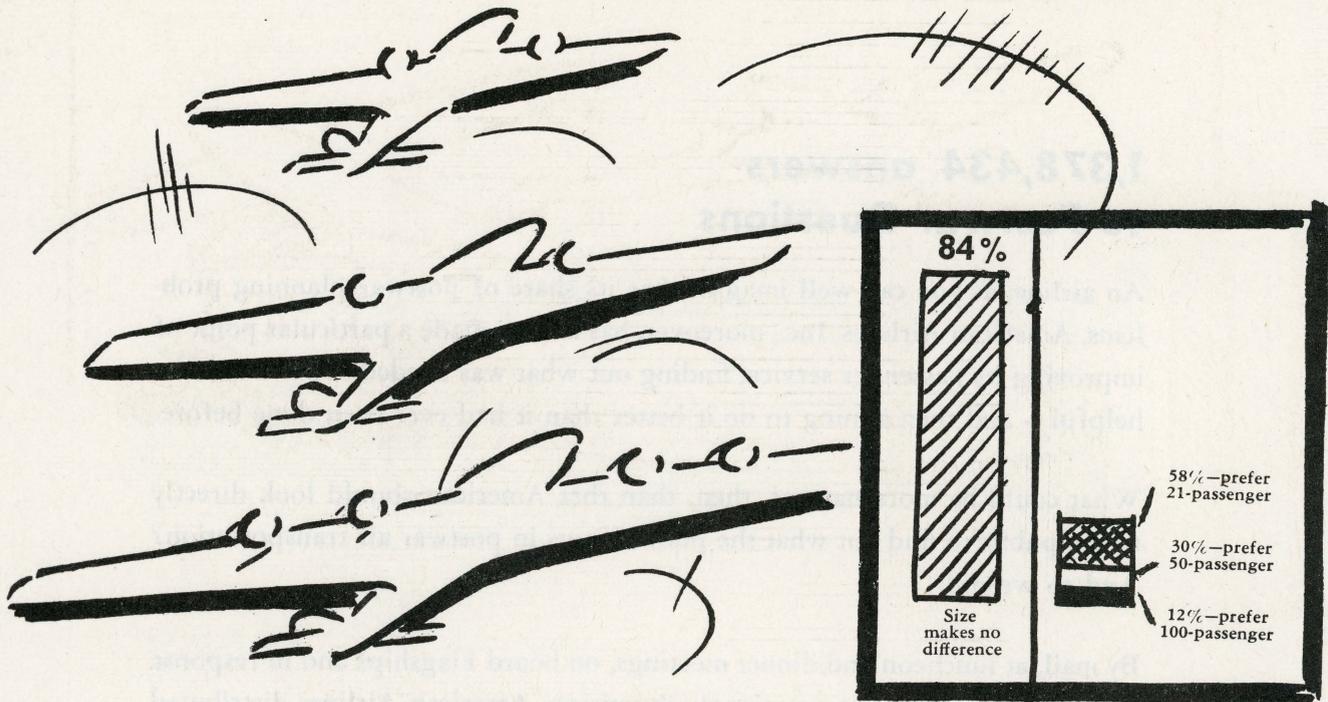
By mail, at luncheon and dinner meetings, on board Flagships and in response to requests resulting from national advertising, American Airlines distributed thousands of questionnaire booklets seeking thoughtful answers to many questions about postwar air transportation.

27,163 air travelers answered — and put plenty of time and thought into their responses.* Often we received letters, some two and three pages long. We even overhead one chap on a Flagship say, "Spent all evening on the darned thing — but I gave 'em what they wanted."

A grand total of 1,378,434 question answers came in — ample to let us know what air travelers want in the way of air transportation after the war. This booklet summarizes the interesting and important replies.

* There were a number of replies from people who were not air travelers. We are not including them here, however, since the aim of this booklet is to present the viewpoint of people who have experienced air travel.





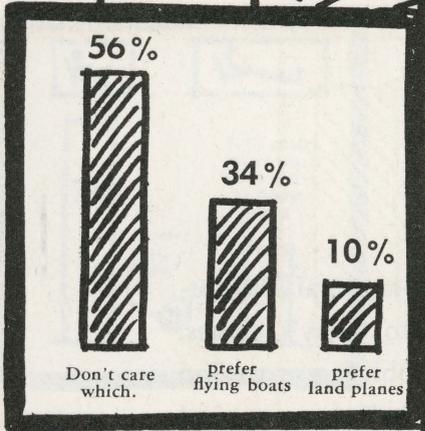
SURPRISE ON SIZE . . .

84% WILL LEAVE IT TO THE EXPERTS

Considering all the talk about mammoth liners of the sky, you'd think that people would favor huge flying behemoths. So we asked whether seating capacity would make any difference to these air travelers. And a walloping 84% said, "No".

Not satisfied with just one query, we asked those to whom it did make a difference, which size they'd prefer — 21-passenger, 50-passenger or 100-passenger. Here again comes a size surprise, for 60% of the small number to whom size makes a difference prefer 21-passenger planes. 30% go for 50-passenger and 11% for 100-passenger.

Perhaps this indicates that people do prefer the things to which they're accustomed — and the 21-passenger Flagships which have been whisking people through the skies aren't midgets. Air travelers seem more than satisfied with the planes they get now — but are perfectly willing to leave size up to the judgment of the experts, providing they still get speed and dependability and comfort.



LAND PLANES OR FLYING BOATS? THE MAJORITY DON'T CARE

For many years, the only over-water air transportation available to Americans consisted of flying boats. But more recently, particularly during the war years, the trend has changed — now most over-water travel is done with land planes, with the Army Air Transport Command and the Navy Air Transport Service handling most of it. Therefore, we wondered whether there was any feeling one way or another — whether the wartime record had overcome prejudices, if any, against land-planes for over-water trips. Would people insist on one type — or would they leave it up to the experts who run the airlines?

The answers showed that the majority of air travelers don't care. The point seems to be this again: As long as we get 'em there *fast* — on time — in comfort... the equipment is left up to us. And remember — these are experienced air travelers whose opinions are being recorded.



HERE'S WHAT'S WANTED IN THE WAY OF "EXTRAS"

Because tomorrow's Flagships will be larger, we'll be able to install weight-consuming devices and conveniences that just can't go into today's planes. There are many "extras" which could be provided; our problem was to find out which types air travelers tend to prefer. So we listed a half-dozen typical possibilities and asked the air travelers to number them in order of preference.

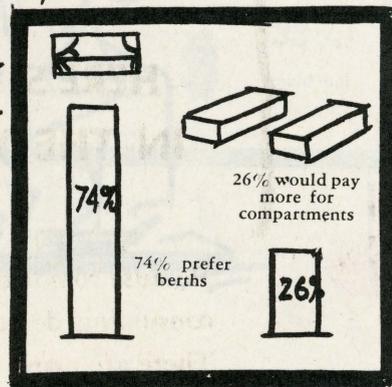
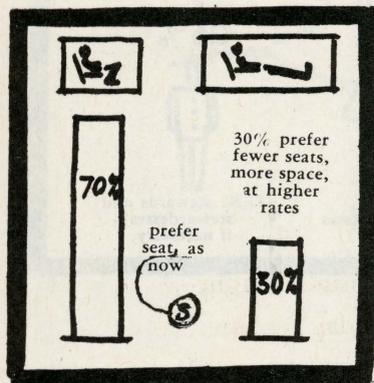
Leading the list came pressurized cabins — with their ability to eliminate the effects of air pressure changes when the plane is ascending or descending, and to permit flight in higher altitudes above the "weather". The system on tomorrow's Flagships will maintain sea level pressure up to a cruising altitude of 8,000 feet. On long range flights when altitudes up to 20,000 feet may be reached, the cabin pressure will gradually change from sea level up to 8,000 feet. As if all this weren't enough, the air will be heated or cooled to keep the inside of the cabin at a comfortable temperature even though it's anywhere from 50 below to 90 above zero outside.

The next two choices seem to prove that people find air travel a grand way to get away from it all — they voted for two diversions; individual radios, perhaps the silent type enclosed in a pillow which would enable you to listen without disturbing others—and illuminated trip progress panels, which would tell you what city you're over, either by name or by a number which you'd check on a map.

Last came the convenience utilities: Ship-to-ground communication, to enable you to talk to home or office while aloft — a library of current books, in addition to the magazines now available — and, finally, a ticker news service.



*Foot
Berths*

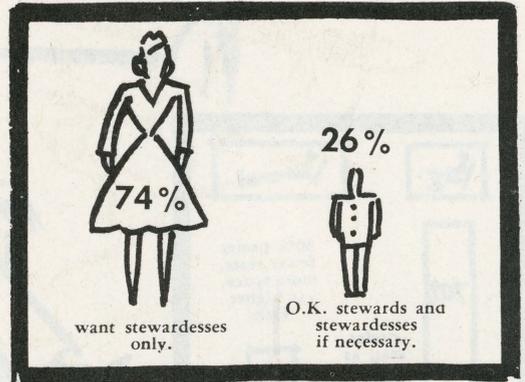


HOW MUCH SPACE WILL PASSENGERS DEMAND?

As you know, tomorrow's Flagships will have a lot more space inside than those of today. Question is, how to use it? If we devote even more space to each passenger than now, fares would probably have to be increased. If we provide the same amount of space as now, thus enabling us to get more passengers into larger Flagships, fares wouldn't be raised.

When asked about seats and space, 80% of the air travelers said in effect: "We'll take seats as they are now." Seems that most air travelers don't want, nor do they expect to see, enough individual room for each passenger to practice running broad jumps. They're satisfied with the comfortable amount of space now available. There won't be room for tennis courts on Flagships of the future — just plenty of room for traveling in ease.

We also asked about berths vs. private compartments, pointing out that naturally the compartments would require a substantial extra fare. And 74% spoke up for the berths. By the way, uppers will be as comfortable as lowers in tomorrow's Flagship Skysleepers.

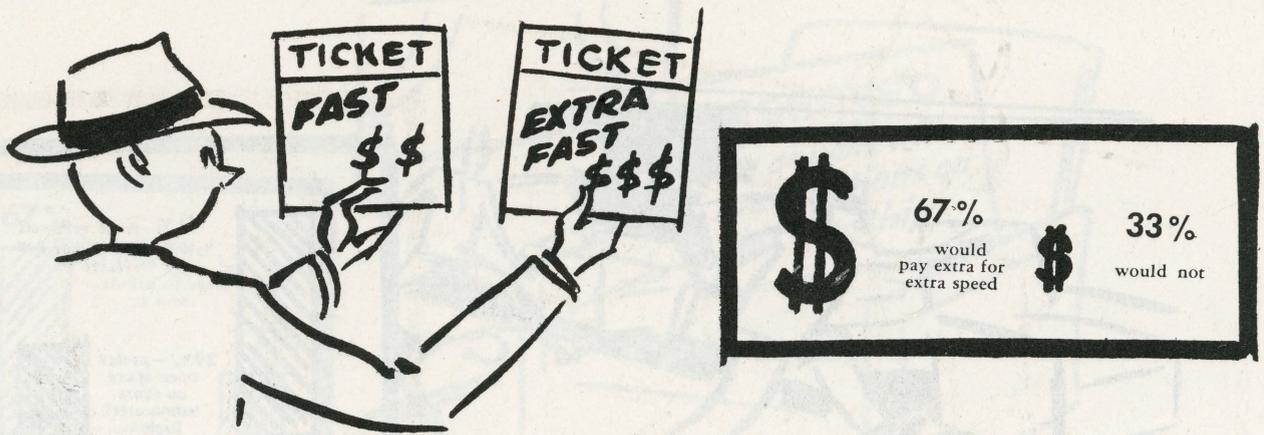


PASSENGERS PREFER STEWARDESSES

You may have heard how much air travelers appreciate the American Airlines Stewardess — the personable, superbly trained young woman who acts as lady-in-waiting to the air traveler. Those who do travel by Flagship know how much her service contributes to air travel — the way she serves meals, answers questions, tucks pillows, provides reading matter, and so on.

Proof of the popularity of Stewardesses was shown in the answers to a question in which we pointed out that, in the future, some of the large Flagships may require more than one attendant. Would you prefer Stewardesses only? we asked. And 74% responded with an affirmative.

On the other hand, 26% *did* realize that Stewards as well as Stewardesses might be necessary in the future. The fact is that larger Flagships, particularly the Skysleepers, will entail heavier work that may necessitate masculine strength. Stewards may have to step into the picture along with Stewardesses when bigger Flagships begin to take you places.

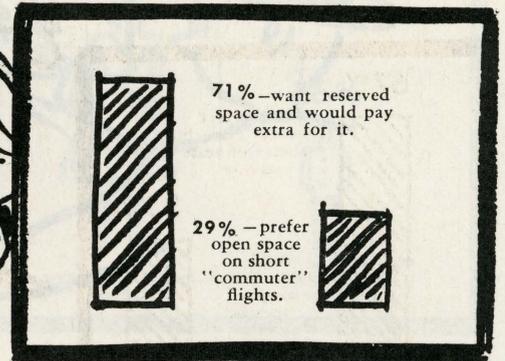


PEOPLE VOTE FOR SPEED

Speed, more than any other factor, turns travelers to air transportation—speed that saves up to 75% of the time consumed by the next fastest means of transportation. And with their answer to a question about speed, air travelers proved that it will always be the big advantage.

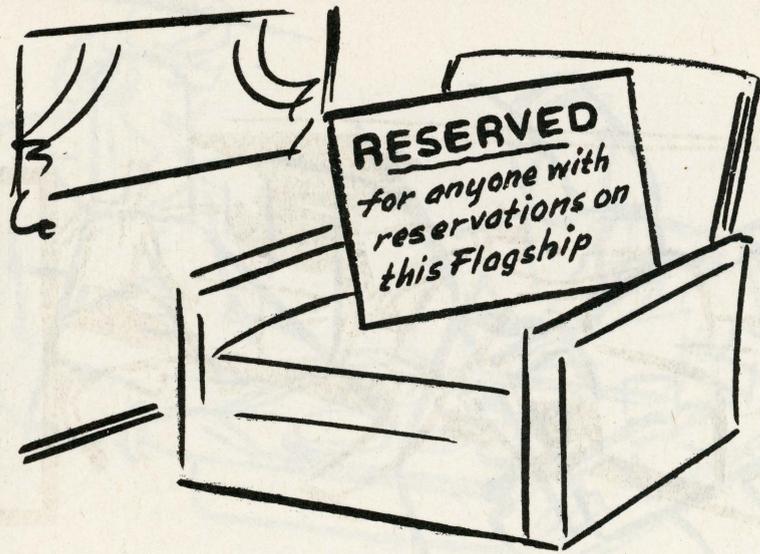
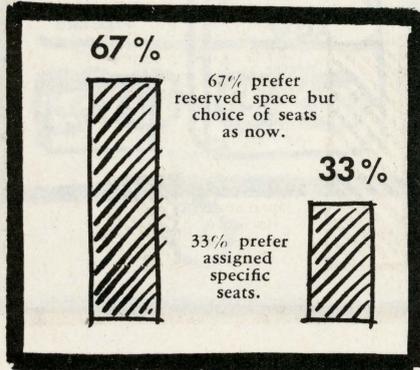
As we pointed out in our questionnaire, the Flagships of the future will travel much faster than their present speeds. Suppose, we asked, you had your choice of an extra-fast plane reaching your destination in six hours—as against a slower plane requiring eight hours? Would you feel that it was worth a premium to travel on the extra-fast flight? “Yes,” replied a healthy 67%.

The point, we feel, is not the extra fare but the importance of speed. Other means of transportation charge extra for faster trips. But that wasn't what we were leading up to in phrasing our question. We were simply trying to get a measure of how important speed is to the traveler—and the \$ is a reliable measure. The answer, we submit, is impressive because already in air transportation, travelers have the fastest available service at a *lower* cost, all things considered, than the best in surface transportation can offer.



PASSENGERS WANT RESERVATIONS ON COMMUTER FLIGHTS

There's been a lot of talk in the airline industry about selling tickets without reservations, on short "commuter" schedules. With frequent departures—every half hour or so—perhaps people might be willing to consider winged versions of day coaches? That is, you'd go to the airport, buy a ticket and catch the first plane. "Nothing doing," said 71% of our travelers. 71% also said they'd be willing to pay extra for reserved seats on such commuter flights. All of which sounds like another tribute to air travel, doesn't it? On short rides of 50 miles or so in other means of transportation, people seem willing to take their chances on finding a seat. But when people go places by air, they want to be *certain* of space at the time they need it.



RESERVED SPACE PREFERRED TO SPECIFIC SEAT ASSIGNMENTS

As you may know, space is reserved on Flagships up to the entire complement of passengers — but because all Flagship seats are equally comfortable, seats are not specifically assigned. Air travelers do seem satisfied with this arrangement — but we wanted to make sure of all postwar details.

More than two-thirds said they were satisfied with the present arrangement — that is, space is reserved but you have a choice of seats as you board your Flagship. 33% said they preferred specific seat-assignments. But this arrangement would entail extra costs in bookkeeping and other departments and the fares would undoubtedly reflect this. And so, as long as most air travelers do favor simply reserved space rather than specific seat-assignments—and as long as all Flagship seats are equally comfortable—we'll probably continue the present practice.



HOW SHALL LUGGAGE BE LUGGED ?

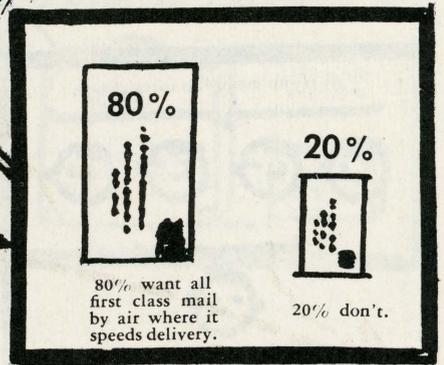
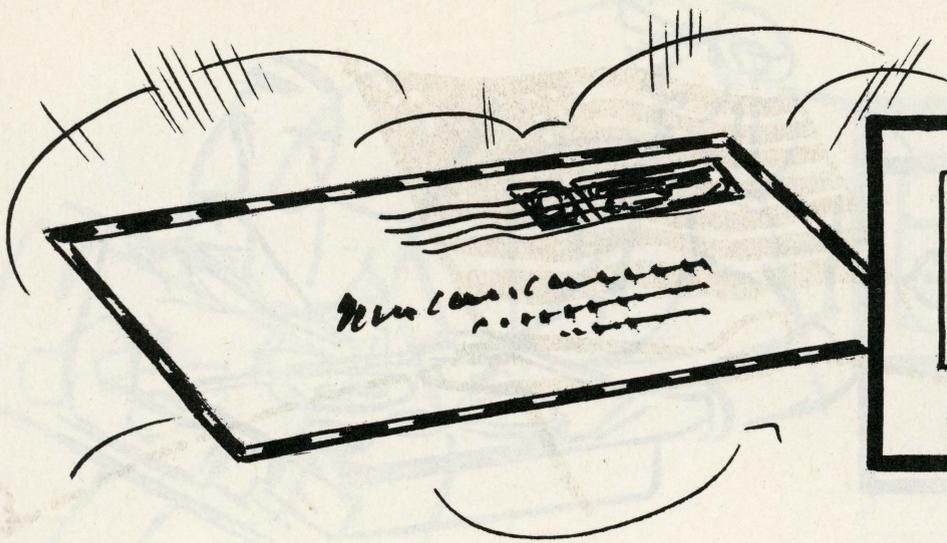
We've always realized that things could be done to improve luggage handling. For example, it might be well to make luggage accessible to passengers inside the Flagship—an arrangement which might be possible on larger Flagships. Today, as you know if you've traveled by Flagship, all your baggage except the smallest pieces, is checked as you go to the plane and you don't see it again until you land at your destination. So we asked whether or not people would prefer to take all luggage into the cabin where it would be accessible to them. But the vote indicates that they'd still rather check it—while 31% preferred to take it into the plane, 69% still preferred the present method of checking all luggage except the smallest pieces.

We still believe that there's room for improvement. In our opinion the vote, which is one of experience, does not indicate an unwillingness to have luggage in the cabin so much as it does the desire to be relieved of all handling bother and responsibilities. For that reason, while the air travelers' answers have helped a great deal, we're still working on the problem of improving baggage-handling.



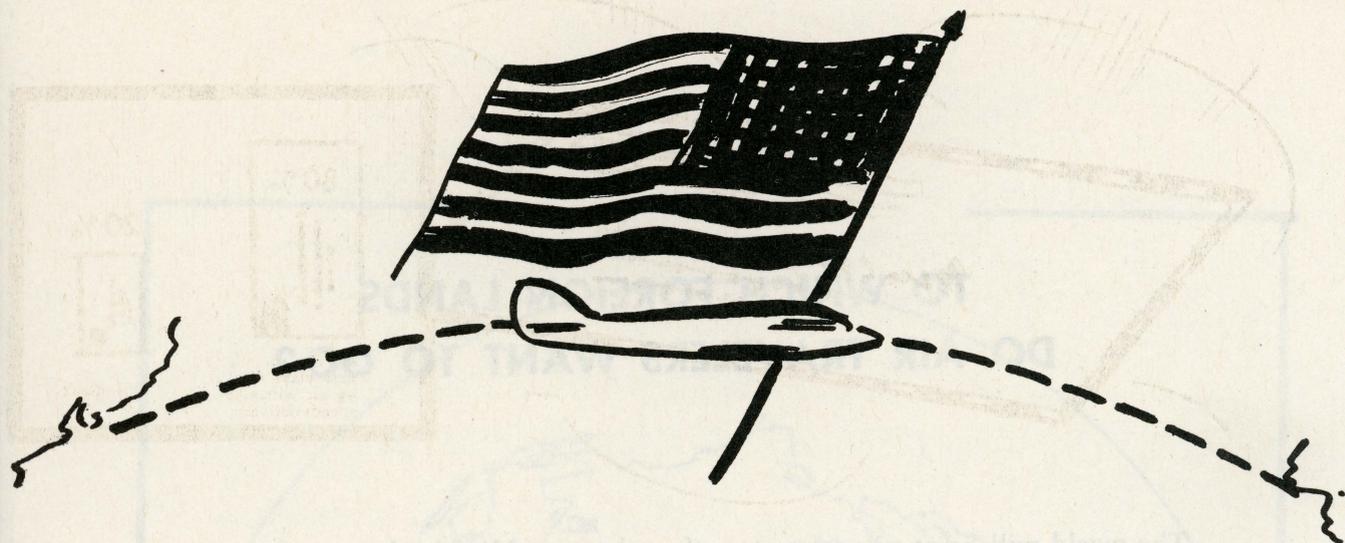
IT'S 4 TO 1 IN FAVOR OF FOOD AS IS . . .

Meals are served without extra charge on American Airlines Flagships—tasty, well-balanced meals prepared by topnotch chefs. However, since we foresaw that future Flagships could have more room for kitchen facilities, travelers might prefer a choice of menus at an extra charge for meals. Nossir, said four out of five, we'll take those Flagship meals just as they are now—they're plenty good.



WANTED: ALL FIRST-CLASS MAIL BY AIR WHEN IT WILL SPEED DELIVERY

You've probably heard lots about this before and you've probably thought it a good idea. For it does mean that all first-class mail which isn't delivered overnight now would be. The tempo of our existence is bound to step up to that of the airplane—just as living changed from the horse-and-buggy era to the automobile age. Let's be sure that we enjoy all the advantages of the air-age — with a new tool of service in air transport, let's use it as widely as possible. 80% of the air travelers in the survey agree — they want first-class mail posthaste by air, whenever it counts.



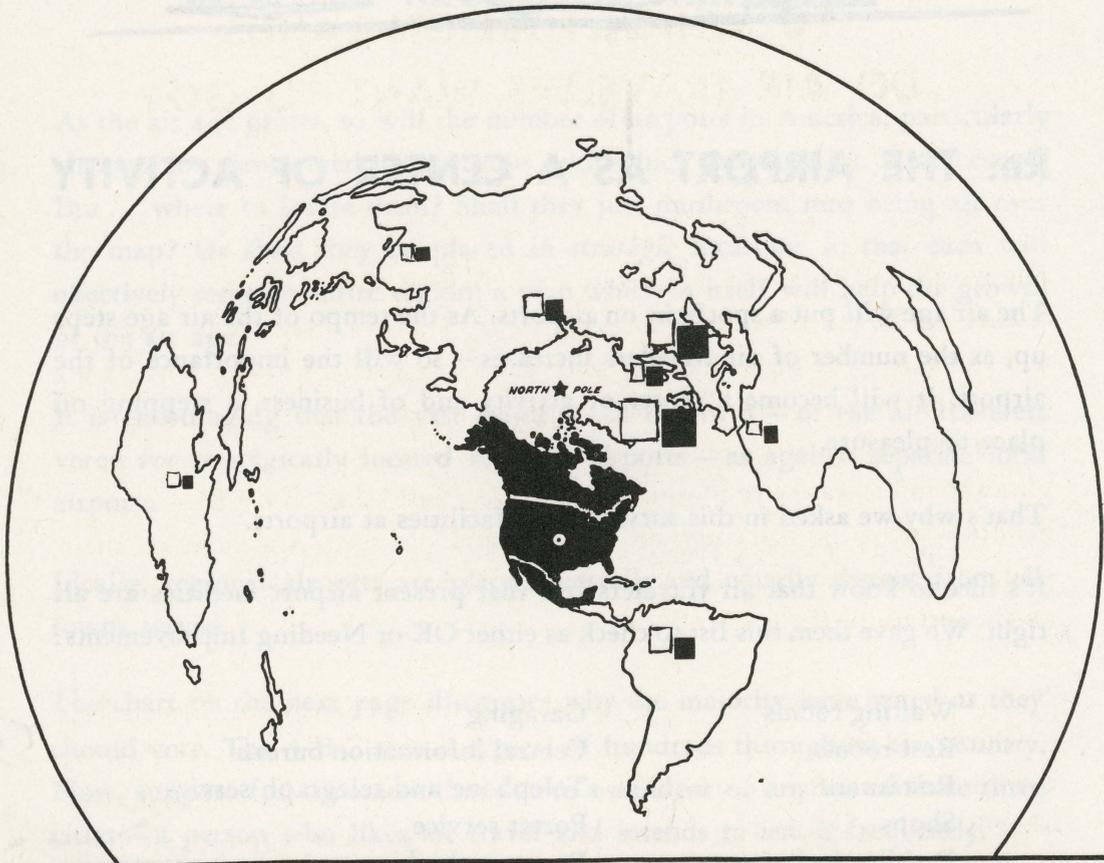
100% AMERICAN FLAG OVERSEAS

We asked whether the air traveler would patronize a foreign-operated airline or one flying the American Flag. The answer was almost completely 100% red, white and blue. And that's not only as we and you would expect — that's exactly as it should be. America *must* maintain its might in the air, must become a nation of airfarers, both at home and abroad. The fullest development would not be possible on a monopoly basis — i.e., using one airline as a chosen instrument of the government. For example, a prominent English airman said in "Flight" magazine: "Before the war the existence of a single 'chosen instrument' (in airlines) restricted the technical development of the larger . . . British Transport. Lacking in competition and independent private enterprise in airline operation . . . (this system) does not lend itself freely to the widespread dissemination of knowledge." Just as it has taken free spirit and dash and competition on the part of *many* airlines to build up America's magnificent domestic system — so will it take the same things from *many* U. S. airlines on the *international* scene.

TO WHICH FOREIGN LANDS DO AIR TRAVELERS WANT TO GO?

The world will be at your doorstep after the war. Most business and resort centers will be but 24-hours away. And you'll be able to go by air at a cost that will compare more than favorably with first-class steamship rates. After mentioning this in our meeting-by-mail, we asked which countries the air travelers would like to visit after the war, either on business or pleasure. We listed no places to influence the result—the repliers were just asked to list their choices. People want to go to centers of business and pleasure. And between these centers, airline routes are *direct*—there are no barriers in the air as there are on the surface of the earth.

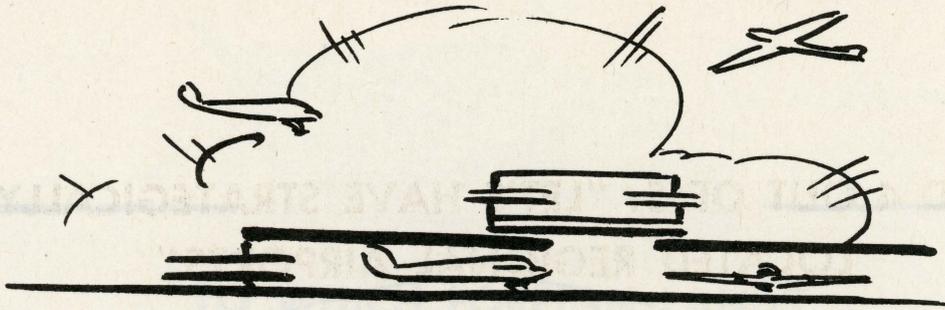
Note, too, the proposed routes of American Airlines: Direct to the British Isles — which lead in interest and which are the gateway to Continental Europe, Scandinavia and Russia which also are near the top of the list. Note the already well-established American Airlines routes to Canada and Mexico, and the others to the many gateways which lead to Central and South America.



POSTWAR FOREIGN AIR TRAVEL FORECAST

	BUSINESS	PLEASURE		BUSINESS	PLEASURE
BRITISH ISLES	1	1	SCANDINAVIA	5	4
CONT. EUROPE	2	2	ASIA MINOR & AFRICA	6	5
OTHER AMERICAS	3	3	ORIENT	6	6
RUSSIA	4	4	AUSTRALIA-PAC. IS.	6	7
			BALKANS	7	8

(Numbers indicate order of preference)



Re: THE AIRPORT AS A CENTER OF ACTIVITY

The air age will put a spotlight on airports. As the tempo of the air age steps up, as the number of air travelers increases — so will the importance of the airport. It will become a center of activity and of business, a stepping off place to pleasure.

That's why we asked in this survey about facilities at airports.

It's nice to know that air travelers feel that present airport facilities are all right. We gave them this list to check as either OK or Needing Improvements:

Waiting rooms	Garaging
Rest rooms	Central information bureau
Restaurant	Telephone and telegraph service
Shops	Porter service
Parking facilities	Baggage checking

The majority of all air travelers felt that all of these were fine as they are now — with the exception of garaging and restaurant facilities, which a slight majority thought needed improvements (the war, of course, has retarded their improvement). When breaking down the vote of women alone, we found that a small majority added shops, rest rooms and waiting rooms to the facilities needing improvement. Unquestionably these facilities will improve when building is permitted again and the airport visitors make more shops worthwhile. But by and large, air travelers *like* the way airports have been run.

Sw 7th North
Plan

SAID 4 OUT OF 5: "LET'S HAVE STRATEGICALLY LOCATED REGIONAL AIRPORTS"

As the air age grows, so will the number of airports in America, particularly airports for commercial airline stops with which this question is concerned. But . . . where to locate them? Shall they just mushroom into being all over the map? Or shall they be placed in *strategic* locations so that each will effectively serve an entire region; a plan which in itself will help the growth of the air age?

It is encouraging that the vast majority — 4 out of 5 — of the air travelers voted for strategically located regional airports — as against separate local airports.

Ideally, regional airports are placed centrally and equally distant from all towns served.

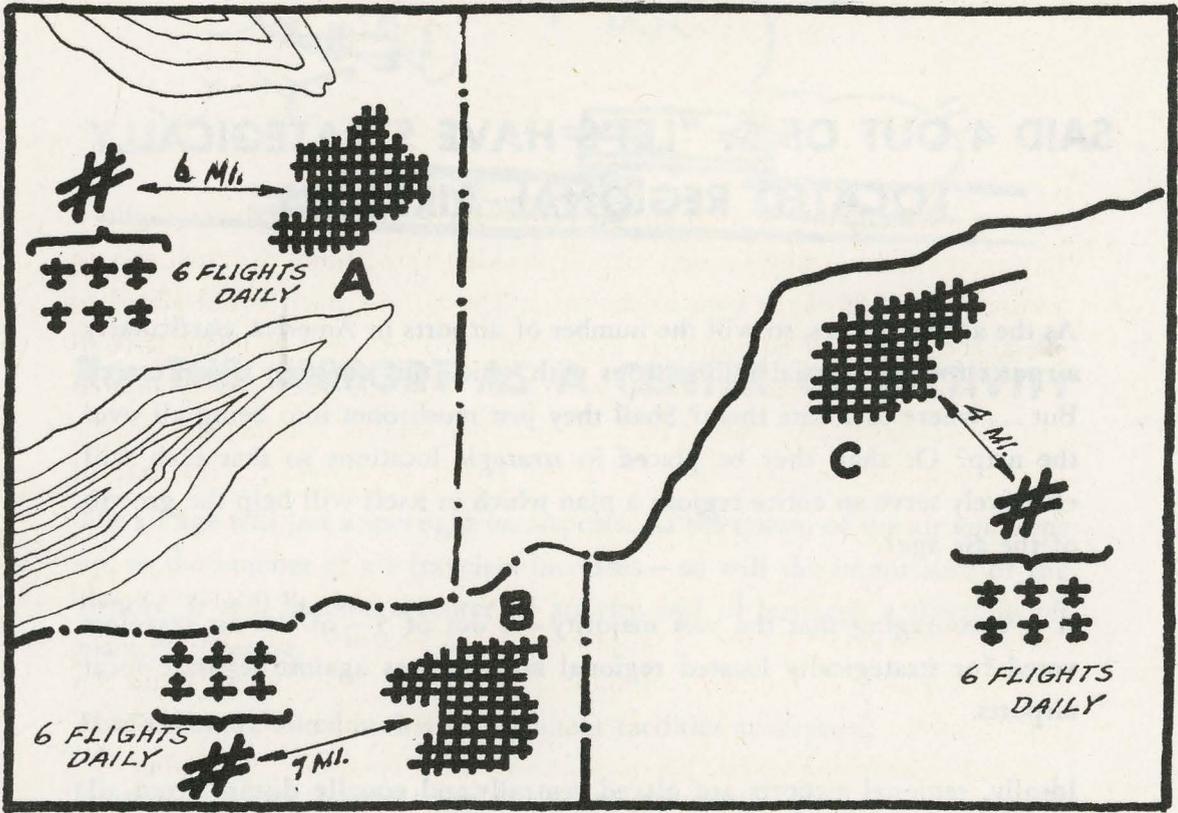
The chart on the next page illustrates why the majority have voted as they should vote. The A-B-C area is typical of hundreds throughout the country. Now, suppose for a moment that you're a resident of anyone of these three cities — a person who likes air travel and intends to use it frequently.

An airport could be built in each of the three cities — or one airport could be strategically located so that none of the cities is more than $14\frac{1}{2}$ miles away, less than a half-hour's drive. If three local airports were built instead, each might be closer to its own community — but consider the other side of the picture:

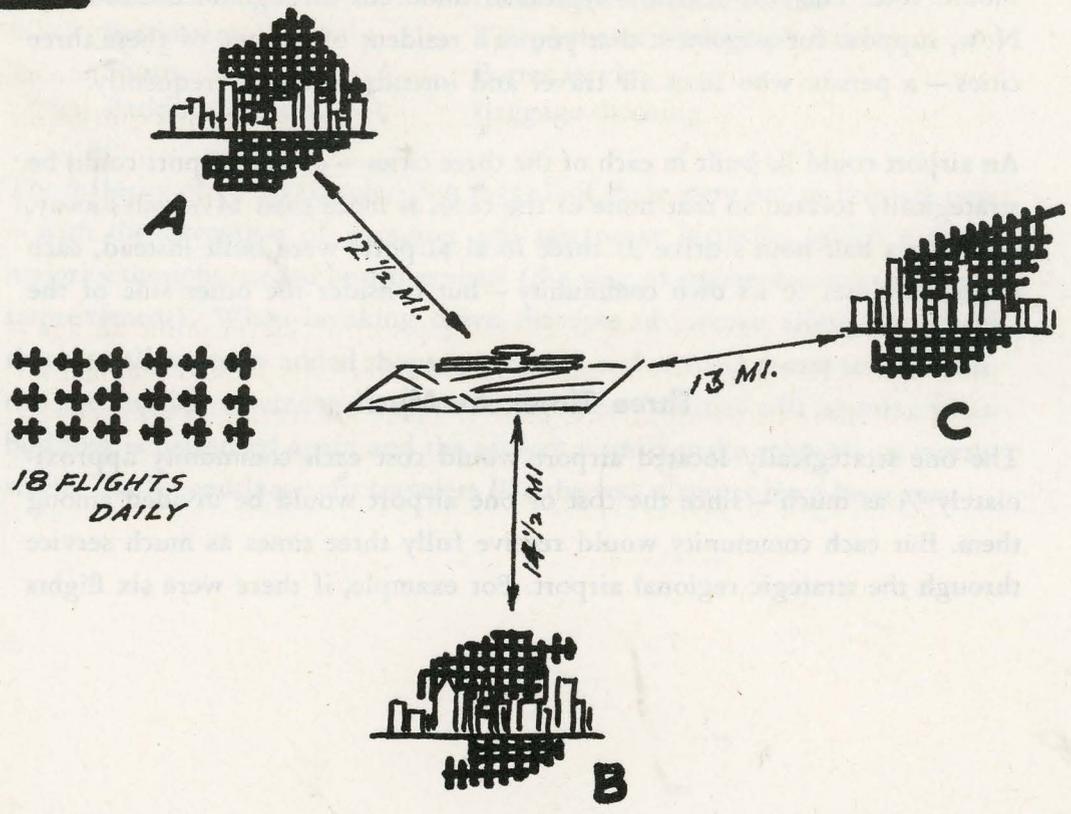
Three Times As Much

The one strategically located airport would cost each community approximately $\frac{1}{3}$ as much — since the cost of one airport would be divided among them. But each community would receive fully three times as much service through the strategic regional airport. For example, if there were six flights

3 Local Airports



ONE strategically located Airport



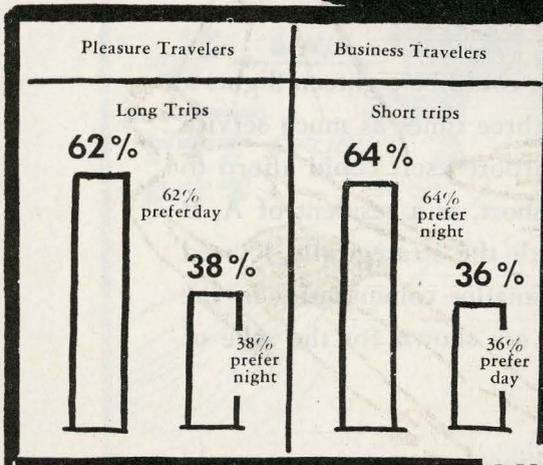
a day to each city on the local airport plan — there could be eighteen flights a day to the strategically located airport, making three times as much service available to each of the constituent cities. The airport itself could afford to be larger and better equipped in every way. In short, as a resident of A, B or C, you'd get better service at lower cost with the strategically located regional airport. (At least a half dozen more smaller communities in the area would benefit, too — only the three largest are shown for the sake of simplicity.)

Look at America from a plane's eye view: The regional airport system would mean a more extensive use of larger equipment in trunk-line day and night service available to hundreds of communities which individually could not justify such service. The number of stops between major centers would be reduced — something you'd appreciate as a through passenger. A resident of a smaller town would get more frequent service because the number of flights would not depend on the amount of business generated by his town alone.

Facts and Figures that Prove the Point

Or looking at it statistically: A recent study showed that by strategically locating 126 regional airports at cities not then receiving air service nor on pending route applications — and by strategically locating airports convenient to 34 cities on then-existing routes or pending routes — a grand total of at least 1,136 additional cities would receive air service, 491 of which are over 5,000 in population.

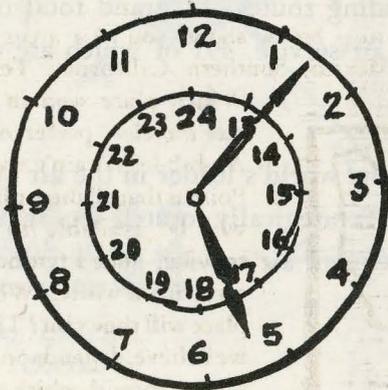
To you, as an air traveler — to America as the world's leader in the air age — these figures boil down to this simple fact: Strategically located regional airports will mean better air service, more frequent air service, at a lower cost.



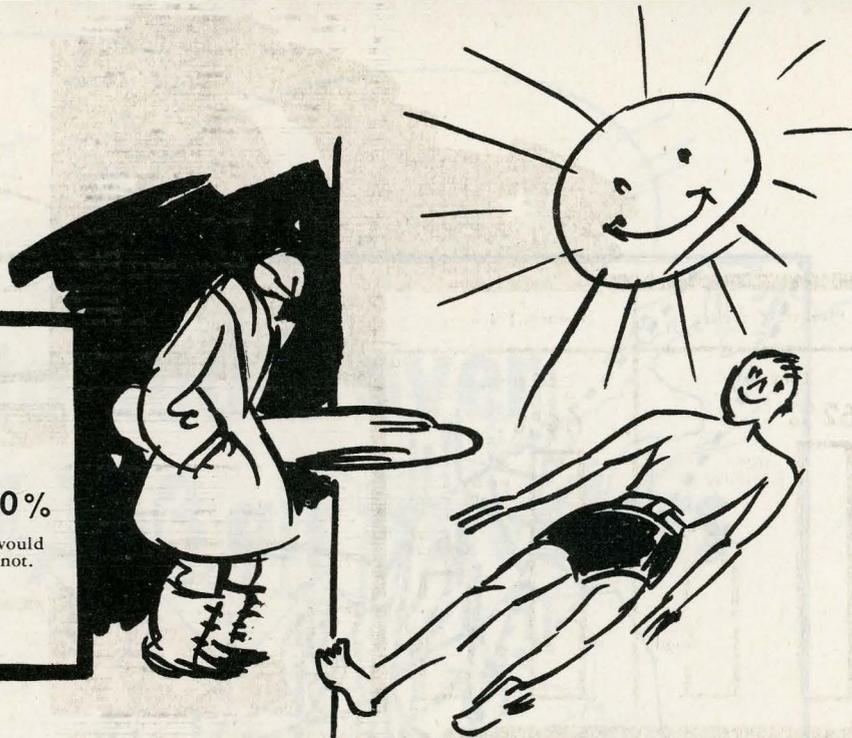
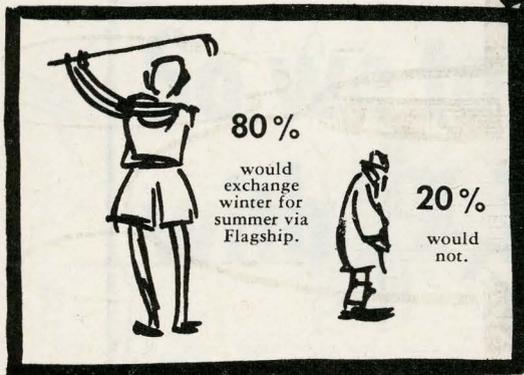
NIGHT OR DAY?

IT'S A QUESTION OF BUSINESS OR PLEASURE

After the war, American Airlines will have a greatly expanded service in terms of the number of flights during the day and evening from each city. To show you how important this is, consider how greatly travel preferences differ between those who are out for pleasure and those on business. Almost two-thirds of pleasure travelers prefer to take even long trips by day — and who can blame them when they've a wonderful opportunity for "flight-seeing", with America slipping by below as they ride along in their Flagship? But almost two-thirds of business travelers will insist on taking even short trips by night — they want to travel after hours and save the business day for business.



Speaking of time, an interesting reaction was shown to a question on the 24-hour time used by the Army and Navy as well as many foreign transportation systems. 24-hour time means just that. There are no AM and PM hours — each hour in the day is numbered from 0001 (spoken as "zero one") up to 2400 (spoken as "Twenty-four hundred"). The hours we know as 1 AM to 12 noon are designated as 0100, 0200, 0300 and so on up to 1200. The hours now known as 1 PM to 12 midnight are designated as 1300 (1 PM), 1400 (2 PM), 1500 and so on up to 2400 — as you can see, 12 is added to each present PM number. Thus, "Your flight leaves at 1725" means you'll have to be on hand before 5:25 PM. Benefits: AM and PM are avoided, timetables are easier to read. 69% were in favor of adopting 24-hour time—a surprising number considering the strangeness of the system to those outside the Services.



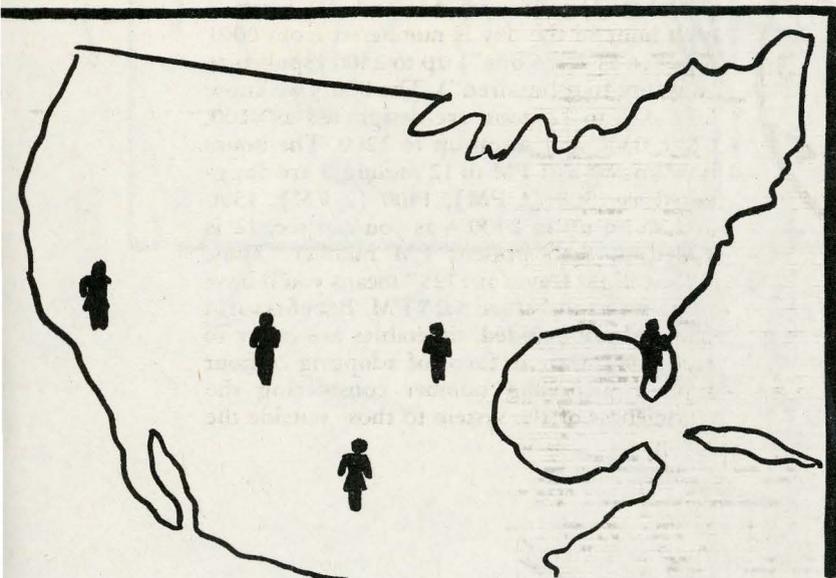
WHERE DO YOU WANT JUNE IN JANUARY BY FLAGSHIP?

Winter vacations via Flagship were wonderful... before the war stopped vacation travel. You'd step out of a slush-soaked city and, before you realized it, you'd step into the golden Sun Country of Texas, Arizona or Southern California. (Flagships fly *above* the weather — flying conditions may be excellent above while it's snowbound down below.) No wonder winter vacations by air were growing in popularity before the war. Certainly, we reasoned, their popularity will continue to increase after the war. For you'll be able to take your pick of the winter vacation paradises — easily and quickly by air — less time getting there, more time for vacation fun.

Does the idea of exchanging summer for winter by Flagship appeal? And how!... 4 out of 5 said yes. Interesting to note that women were even more in favor — 86%, to be exact.

And where would air travelers like to go? The map below shows you. All areas we named got good mention — Arizona, Florida, Mexico, Southern California, Texas.

Which place won in the air traveler preference? Ah-h-h-h! We ain't sayin'! Point is that all these places will be available to air travelers—just a few hours away from winter. Which place will they visit? That, we believe, depends on the eloquence with which each place presents its case. Time and distance will no longer be obstacles.



AMERICAN AIRLINES *Inc.*

SYSTEM MAP

AUG. 1, 1944

Showing the routes operated and cities served by the Company, proposed new routes and route extensions, additional cities on present routes, and the direction of the most important air connections.

ROUTES NOW OPERATED BY AMERICAN AIRLINES 

PROPOSED NEW ROUTES AND EXTENSIONS OF PRESENT ROUTES 

PROPOSED U. S. - LONDON ROUTES 

