

AMERICAN AIRLINES, INC.

BULLETIN FROM Traffic DEPARTMENT DATE December 8, 1944

.....

TO: Department Heads
Station Managers
Traffic Managers

FROM: Vice President

SUBJECT: Magazine page advertisement, "New Flagships In A New Year For A New World" *

It happened recently in New York City. It was what a "slang-guist" might call a high-brow gathering. A guest speaker, an air advocate, had talked on "The Implications of World Air Transportation Upon The Human Race." He had painted a word picture, on a cerebral canvas, of what the use of one-air makes possible in terms of human benefits, with emphasis upon permanent peace.

A member of the audience arose and said: "But, an airplane has no morals. It is dependent upon who makes what use of it."

Likewise the DC-4 and the DC-6 are not salesmen. They are machines; vehicles capable of amazing performance, but important only in ratio to how many people capitalize on what they make possible.

American's wonderful new equipment will not relieve us of responsibility. It imposes upon us the greatest sales obligation in our company's history. No Airline has ever faced a sales problem of such magnitude as represented by American's 1945 equipment, operation and route program.

As we increase our seat-mile capacity, the speed and frequency of our schedules, the quality of our service and the number of our passengers; we also affect every function and duty of our sales organization. Growth forces us to solve new problems. We can feel like cheering... but we must not feel complacent!

The attached announcement invites the public to go forward in 'forty five with American Airlines. It is also a summons to every one of us. One way to get ready is to render the most efficient and courteous service to those who can now board Flagships (and those who cannot). We will NEED their patronage when we operate our new DC-4 and DC-6 Flagships.

Charles A. Rheinstrom

* Attached advertisement to appear in: Saturday Evening Post - 1/27; Collier's - 1/27;
Life - 2/5; Fortune - January; Town and Country -
January; Esquire - February; New Yorker - 1/6;
Newsweek - 1/16; Time - 1/29

List	1	Bulletin No.	605
"	2	"	348
"	8	"	396



NEW DC-6 FLAGSHIP

New Flagships for a New Year in a New World

Postwar work must be done posthaste!

People who go forward in 'forty-five with air transportation will accomplish more in less time.

The world's work necessary for reconversion and reconstruction is stupendous. More than ever, time is of the essence. Air transportation conserves time and energy and increases efficiency. It is the modern method that multiplies productive man hours to incalculable proportions.

Giant new airliners, such as American's new

DC-4's and DC-6's, are the symbols of the Air Age, which offers greater opportunities than were possible in any period in history.

With their trans-continental and trans-Atlantic non-stop range, the new 5-miles-a-minute Flagships open vistas for the enrichment of everyone, in every phase of human activity.

As people expand their travel in the boundless ocean of air they gain in commercial, political, cultural and spiritual exchange never before possible.

We invite you to go forward in 'forty-five with American Airlines.

American Airlines Inc. has ordered 55 four-motored Flagships—DC-4's and DC-6's. Deliveries of the DC-4 Flagships are scheduled to start about June. The DC-4 will accommodate 44 passengers; the DC-6, 56 passengers. The DC-4 will cruise at 250 miles an hour on scheduled flights, and the DC-6 at more than five miles a minute. We plan to operate DC-6's on regular schedules from coast to coast in approximately 8½ hours and on all of American's other national and international routes. The new Flagships will provide the most modern refinements in passenger appointment for maximum comfort.

AMERICAN AIRLINES *Inc.*

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS