



*from* **AMERICAN AIRLINES**

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Traffic on American Airlines, Inc., during 1949 was substantially greater than for any other year in the company's history, contrasted with a decline in the traffic for other forms of transportation.

Air cargo continued as the fastest-growing element in the company's business, according to vice president-sales R.E.S. Deichler, although new records were also set in passenger traffic volume.

American carried more than 3 1/4 million passengers for a total of 1.6 billion passenger miles. This was an increase over 1948 of 16%. It was the first time any air carrier has transported 3 million passengers in one year, Deichler said.

Airfreight traffic showed the greatest increase, to a total of 33 million ton miles, an improvement of 42%. Including air express, the company transported 38.5 million ton miles of cargo.

Air mail increased 10%, due in large part to the growth of air parcel post.

Pointing to the growth characteristics of air cargo, Deichler said American's revenue from this source amounted to \$6,180,000. This was an average of more than \$500,000 monthly for the year, and during the last two months of 1949 it was more than \$600,000 per month. The 1949 figures represent an increase of 34% over 1948.

(more)



Traffic Statistics

	<u>1948</u>	<u>1949</u>	<u>% increase</u>
Passenger miles	1,353,042,761	1,569,460,673	16
Passengers carried	2,816,781	3,263,760	15.9
Load factor	60.4	64.6	
Mail ton miles	8,210,043	9,057,965	10.3
Express ton miles	5,529,695	5,581,082	.9
Freight ton miles	23,204,517	32,981,422	42.1
Operating factor	96.6	98.2	



Improved interior design of its 15 DC-4 Airfreighters increased usable cargo space 20% and payload capacity 2,000 pounds each, he added. Average weight-carrying capacity of the cargo planes is now about 19,500 pounds, highest in the industry.

The company found two products relatively new to the air cargo field especially productive last year. More than a million pounds of flowers were carried from the west coast to eastern markets. The volume of anti-histamine drugs carried from Buffalo alone approached half a million pounds.

Deichler said many factors were responsible for the record passenger volume. American's first full year of operation with the postwar fleet of DC-6s and Convair Flagships attracted passengers. So did the American family fare plan by which one member of the family can take other members for half fare on Mondays, Tuesdays and Wednesdays.

He noted a large improvement in business traffic. Holders of air travel plan charge account cards increased their volume 26% over 1948. The company instituted a program of tours and offered "package" trips to such points as Mexico, Arizona, New England, New York and Europe. Together with increased business from travel agents, this accounted for a substantial volume, he said.

American carried on a campaign with special appeals to women, instituted transcontinental coach service and began an equipment interchange program with Delta Air Lines that provides the only one-plane service between Miami and the west coast. The company also benefited from a contract the airlines signed with the National Military establishment to give servicemen traveling on orders a 10% fare reduction.