



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

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April 1947

Dear Admiral:

As an Admiral in the Flagship Fleet, we know you will have particular interest in the enclosed folder, "Let's Talk About Air Travel". While many of the facts it contains may be familiar to you, it will give you the chance to check your own "Information Quotient" on the subject of air travel, and may supply facts that will be helpful to you in conversations with friends and associates.

It is the purpose of this folder to present information that will serve to answer the many questions that are in the public's mind today on the subject of air transportation. How easy is it to get space? What about congestion at airports? Is air transport technology keeping pace with its growth? And, of course, the question of safety.

When you have glanced the folder through, we'd appreciate it greatly if you would pass it along to any Doubting Thomas friends you may have who you feel might benefit from reading it.

Very truly yours,

R. E. S. Deichler
Vice President - Sales

RES/DR
Enc.

“Let’s talk about Air Travel”..

AMERICAN AIRLINES ANSWERS CURRENT QUESTIONS ABOUT AIR TRANSPORTATION

There’s a great deal going on in air transportation, in the airline business, that the general public and even regular travelers do not know about. It is the purpose of this folder to report these matters, as facts and news. In these facts are the answers to timely questions that are being asked about air transport today. This is information we think you will be glad to know, in order to be well informed.

In addition, you will find that this is something of a report on the state of American as an airline — to let you know that promises of the Air Age, while taking a little time to fulfill in some cases, are in other instances fast becoming realities or are already here.



Have We Told You About Our Operations?

Among airline people, schedule fulfillment is the gauge of the reliability of our service to passengers. The traveler might call it “timetable dependability.” Schedule fulfillment means the percentage of scheduled mileage which is actually flown.

In the light of experience, or as a straight guess, what would you say American Airlines’ schedule fulfillment was in 1946 — 65%, 80%, 90%?

Actually, American’s schedule fulfillment for the entire year was 97% — the highest in any year since 1940. In seven months it went above this — in two, about 99% — and only once did it go below 93%.

Interpreted further, this performance means that 97% of the time you can go *where* you want to go, *when* you want to go, by Flagship. While it might seem that such a record could hardly be bettered, improvement will come as even larger, faster, longer-range equipment is introduced. Also, now that American has more planes, extra equipment is more apt to be available for use when a through flight is cancelled at a way point, so that schedules can be fulfilled by originating new flights for passengers waiting further along the route. During the war,

with equipment scarce, such procedure was usually impossible. Another factor that will contribute to performance will be the introduction of radar and other flying aids, when fully perfected.



Results in Reservations

As a hangover of the war years, many travelers are still under the impression that getting a seat in a plane is both difficult and involved. Today, with expansion in equipment, with more and bigger 4-engine Flagships, your request for space is much more likely to be answered by a “Yes, Sir” rather than a “Sorry.”

Seat Miles Flown (one seat flown one mile) is a good indication of the increasing availability of space for you. In 1945, American flew 801,219,311 seat miles; in 1946: 1,603,159,044. During 1947 the Seat Miles Flown figure is estimated at 2,500,000,000.

Apart from seat space itself, American is doing many things to speed up reservations *service* so that air travel will be fast all the way through. These improvements are especially important in view of the rapidly growing numbers of people who are going places by Flagship.

For instance, you may have noticed that your Reservations telephone calls have been answered very much faster lately. Over our system, in the last five months, 80% or more of all who telephoned us have been talking to an American Reservations Agent within 15 seconds after calling our number. Your time is saved further because the *number* of phone calls necessary for each reservation made has been cut almost in half since June 1946. This is the result, first, of the greater availability of space in the new, larger Flagships. Employee experience plays a part, too. A year ago, American’s Reservations department contained many trainees. Today after months of experience, they are qualified experts. It is also the result of continuing improvement in telephone reservations methods.

American Ingenuity — in the “Reservisor”

The most novel contribution to American’s reservations procedure is a service brain-child called the “Reservisor,” now being introduced in the American system. It’s an electro-mechanical device which does everything that conventional reservations control could accomplish, only better, and faster. When you call Reservations, all our Reservations Agent has to do is push a button for the flight in which you are interested. If space is available, a green light comes on. If not, a red light flashes.

But the “Reservisor” doesn’t leave things there. If no space is available, other lights indicate alternate flights, before and after the desired one, on which space *is* available. When the green light flashes, you’re in!

Getting You “ALL ABOARD” — Faster

If ticket counters have seemed a travel hurdle, consider these two pieces of good news.

American has recently introduced a ticket form which is very much simpler, and much faster to issue. But even this is only a step to a coming development — now being built — a machine which prints tickets-to-order, does almost everything except escort you to the plane.

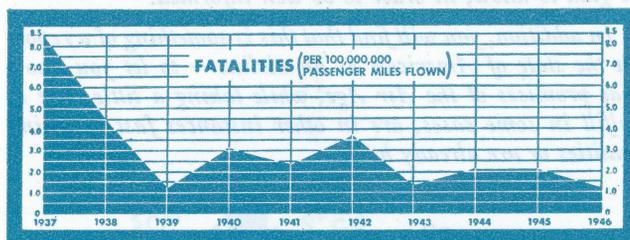
Another time-saving American innovation, now in effect in Canada, Mexico and the United States, is the elimination of the necessity for “checking in” at ticket counters in advance of flight. Now, once you have made your reservation and obtained your ticket, you go directly to the airport. Simply check your baggage, and go straight to the passenger loading gate where your ticket is collected as you board the plane. It’s practically a non-stop trip from your desk or home to your Flagship.

Return to the Native — Guaranteed

Many people, desirous of going to Europe, have questioned the availability of accommodations for the return trip. On American, you can get return space from Europe before you leave home. You run no risk of becoming a “displaced person” through difficulty in obtaining return passage. The U. S. Government will now issue passports to pleasure travelers, provided they obtain return reservations in advance. For such travelers, American will arrange westbound space before leaving this country to assure Flagship accommodations going and coming back.

Business travelers are not required to have return reservations in advance—but if you travel abroad on business and *can* name a return date, American will take care of you. Otherwise American’s offices in Europe can arrange westbound passage, on one or two weeks’ notice.

SCHEDULED AIRLINE FATALITIES—1937—1946



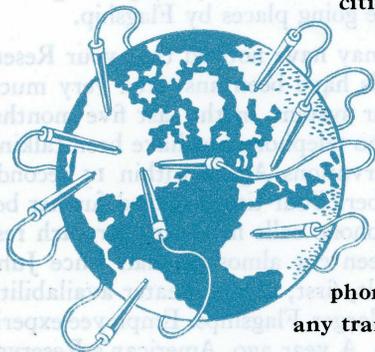
1946—An OUTSTANDING Year in Airline Safety

In view of recent headlines, this statement may be as startling as the headlines themselves. Yet it is a state-

WIRED — FOR SERVICE !

FACTS AND FIGURES ABOUT AMERICAN AIRLINES’ COORDINATED COMMUNICATIONS SYSTEM

Within the last 8 months, American Airlines has completed installations of 6,134 miles of private telephone wire to 42 points throughout the country, including all cities along American’s transcontinental and its New York-Chicago routes. These wires carry an average of 6,650 reservations messages daily.



Supplementing this, and reaching 57 points in the U. S., American operates 9,703 miles of wire for transmission of written teletype messages. Daily average is 30,515 communications.

The Reservations Agent who answers your call can make reservations to virtually any point in the world that you may want to visit by air—whether it lies on the routes of American Airlines, or beyond them. By phone, or at AA offices, the Agent has immediately available full information on any transportation question you may care to ask.

Over 34,456 people call American Airlines every day for reservations and travel information. American Airlines Ticket Offices sell over 6,900 tickets each day of the year.

ment of fact — as applied to the scheduled airlines. Accidents are serious wherever they happen — in the air, on land, or at sea — to scheduled airlines, to charter or non-scheduled operators, to ground carriers of any type. To no one are they more serious than the operators themselves, however fine their record may be. But, as a user of transportation in all forms, it is essential that you understand the facts, to properly evaluate the news.

In the chart (left) you'll see that the 10-year trend in airline safety shows unquestioned accomplishments — while over the same period total passenger miles flown have increased 1,769%. 1946 was an outstanding year, with a fatality record of 1.24 per 100-million passenger miles. The scheduled airlines flew 14-million passengers more than 6 billion miles, 72% more passenger miles than in '45 — with one less accident involving fatality. Only 1939 was slightly better, with a record of 1.19. By way of giving you a comparative yardstick, the 1945 figure for passenger automobiles was 2.9 fatalities for each 100-million passenger miles.

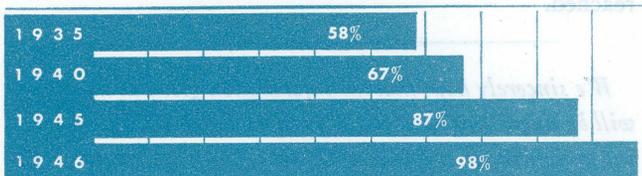
What Does All This Mean to YOU?

In the figures given above, ratings are based on units of 100-million Passenger Miles; this is the common denominator used in all transportation statistics. While it is the accepted method of showing comparative records, the very term "Passenger Miles" is simply a statistical convenience, and the figure of 100-million is astronomical. Moreover, this involves factors such as the number of passengers on board a plane, which do not concern you as an individual. So — let's look instead at figures on how many miles a plane actually flies for each accident involving a fatality.

On the basis of the 1946 record of the scheduled airlines, that distance was 33,766,667 miles. Stated in terms of a single individual's travel, you would have to fly 1,000 miles each day, 365 days every year, for 92 years, before logging a travel-total of 33-million miles.

These figures are no cause for complacency to anyone connected with the air transport industry. They are instead a challenge to greater perfection — a challenge which at this very moment is being met.

INCREASE IN ACCEPTANCE OF AIR TRAVELERS BY INSURANCE COMPANIES



You Can't Fool an Insurance Underwriter

There is one group of people whose basis of judgment cannot be questioned because it rests on cold facts and figures — on actuarial averages. This group is Life Insurance Underwriters.

In view of the safety record achieved by the scheduled airlines through December 1946, 98% of all life insurance companies now issue all types of life policies to air travelers at *standard rates*.

The 10-year chart (below, left), showing the percent of insurance companies imposing no air travel restrictions on life policies, is a reliable reflection of the continuing increase in airline safety.



Developments in Training Personnel

Of newsworthy interest are two recent American developments — aimed at improving service and performance by improving facilities for the selection and training of personnel.

At Tulsa, Oklahoma, in October 1946, a plan for streamlined stewardess training was realized, with the opening of a new post-war Stewardess School — larger, more finely equipped, better staffed and organized to instruct each graduating class in the art of maintaining and improving "The American Standard of Service."

A similar step forward in the field of pilot training was made, 10 months ago, through a large new school, opened at Ardmore, Oklahoma. Here takes place the process by which qualified, broadly-experienced pilots become American First Officers — and ultimately Flagship Captains.

PILOT POINTS

Average Age of American's Pilot Personnel: 33 years.

38% of American's Captains and First Officers Are Married — and 41% of These Have Children.

36% Own Their Homes.

American Pilots May Fly Only 8 Hours Out of Every 24 — Must Have 24 Consecutive Hours of Rest in Any 7-Day Period — Fly Only 30 Hours in 7 days, 85 Hours in Any Month.

Applicants for pilot training are selected from men who have 2,500 hours or more experience on 4-engine planes. Those chosen spend 6 weeks in intensive training. Next comes 12 months on probationary status in which time all are given an intensive 8-day check. They then become full-fledged American First Officers. At the end of eighteen months service, a First Officer may take the required two weeks examination to qualify as Flagship Captain. Even though he qualifies as Captain at this time, it is at least another 12 months before he may assume his duties. In all, each First Officer must have a minimum of two and one-half years training before he becomes a Captain. Thereafter, complete physical exami-

nations take place 3 times yearly, and a general "refresher" examination, lasting two weeks, is required every year.

New Provision for "Preventive Maintenance"

In step with measures to develop personnel of still higher calibre and more thorough training, Flagship Maintenance — equally important — is also in the headlines among American's news-of-the-day.

Recently a large new maintenance base, at Tulsa, Oklahoma, has been acquired from the Army Air Forces. Objective: to increase maintenance facilities to air-age proportions, to provide still more care in maintenance procedures, to indoctrinate maintenance personnel still more thoroughly in American's basic principle of "Preventive Maintenance" for Flagships — of never allowing Flagships to grow old.

Here, for your interest, are some typical examples of American's Maintenance Procedure. Regarding tires — Flagships (unlike car owners) don't wait for flats. Tires are discarded and replaced at regular intervals, equivalent to only 250 miles of ground travel. Before each flight, 350 separate inspection checks are made — every 50 flight hours a complete nose-to-tail examination. In its maintenance schedule, American even exceeds the rigid requirements of the Civil Aeronautics Authority. Two examples — American overhauls DC-4 engines at 841 flight hours, performs structural overhaul at 6800 hours (CAA requirements are 1,000 and 8,000 flight hours, respectively.)

American's Contributions To Airport Improvement

A common question today: What is being done to improve airport facilities, which in many localities are now inadequate due to rapid increase in flight schedules, size of planes, volume of passenger traffic, and the greater number of airlines serving most cities?

While this is a community responsibility, American has made a valuable contribution in setting up an Airports and Buildings Division — a consulting group of architects and engineers with specialized experience in terminal design and comprehensive airport planning — whose services are offered to communities without charge. This Division also does design and development work on American's own airport facilities and offices — much of which is adaptable to municipal problems. Special study is given to layouts that will smooth and speed the 2-way flow of passengers and baggage. Recommendations often are concerned with improving existing airport plans for fastest public service.

American's basic aim is to give active, constructive aid in creating airports and terminals radically better than today's facilities, which too often have been temporary or outgrown.



What's Happening on Landing Aids?

There has been much talk in the papers about various types of airborne and ground controlled landing aids — commonly, but somewhat incorrectly, lumped together under the term "Radar." So much talk, in fact, that many people wonder why such aids are not already in use on the commercial airlines as in the Army and Navy.

Bear in mind that faults and weaknesses existed in war-time apparatus. Military forces could take "calculated risks" in using such equipment — because risk and war are inseparable. But, the airlines cannot take such risks with their passengers. Many technical refinements must still be made and, by law, CAA approval must first be given.

Three types of landing aids are in development: (1) GCA (Ground Controlled Approach) which uses ground based radar to "see" the plane and, thus aided, "talks the pilot down." (2) Airborne radar, installed in the plane, operates on just the reverse principle from GCA. (3) ILS (Instrument Landing System) which, by various directional radio transmitters on the ground, sets up a glide path or landing beam which actuates instruments on the plane.

No one is more anxious to see landing aids developed to the point of reliable use than the airlines. No one is doing more pioneering and experimental work toward that end. Nearly one-half of American's Fleet is now equipped with ILS System, though it is not yet in use, awaiting CAA approval. In addition, the Flagship St. Joseph, one of our 4-engine Airfreighters, carries an experimental airborne radar installation with which American is accumulating development data and operational experience.

American has pooled its educational knowledge, its engineering and experimental resources, with the Air Transport Association and other airlines so that the final objective may be more quickly and more universally reached.

We sincerely hope that the information given in this folder will be interesting, helpful to you in your thinking, and useful to you in discussions with your friends, associates and traveling acquaintances. If you would like further information on any of the subjects covered, or on any other subjects relative to air transportation, we cordially invite you to write us. Please address R. E. S. DEICHLER, Vice President — AMERICAN AIRLINES, 100 East 42nd Street, New York 17, New York.