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What Do Air Travelers Want  
- and What Will They Get -  
in Postwar Air Transportation?

If, like most Americans, you've been in on many discussions of postwar air transportation, we believe you'll welcome the enclosed booklet. For it's a report on what air travelers want - and indicates how future air travel will reflect their needs and wishes.

This booklet is the result of a survey distributed to thousands of people throughout the country - via the mails, at meetings, on board American Airlines Flagships. You may well have been among those who received the survey and sent in your answers; if so, you know how much helpful information there was in just one returned answer sheet. With replies from 27,163 air travelers, we believe we've more than enough to know what air travelers want in the foreseeable future.

Perhaps the most basic conclusion is that air travelers seem willing to leave important decisions to the experts, to the people who know air transportation. Notice, for example, the answer on page 5 to the question on size preference. Air travelers want speed and comfort and service and dependability - but they'll let the airlines make final decisions about which mechanical means are used to achieve these ends.

To you the most interesting part of the booklet may be the section on pages 16 and 17 which describes the giant new Flagships that are already on order. Flagships that reflect the preferences of air travelers, that will take you places in less time and in more comfort than you've ever experienced.

After reading the booklet, you may have comments to make or advice to offer. We've always welcomed help of this kind - now we appreciate it more than ever.

Sincerely yours,

A. N. Kemp, President

ANK/DR