

"More Talk About Air Travel"



AMERICAN AIRLINES REPORTS ON CURRENT DEVELOPMENTS IN AIR TRANSPORTATION

You may be one of those whose enthusiastic approval of our last year's bulletin, "Let's Talk About Air Travel"—has resulted in "More Talk" this year. As before, we'll try to report the news and the facts well informed people want—and answer some of the questions air-minded people are asking—about the air industry and about American Airlines.

Air transport, like all other forms of transportation, can stand improvement. Its constant improvement is the aim and effort of American and the entire industry. Airport managements, too, are doing their best to improve their facilities. "More Talk" will discuss these developments—as well as tell you something of the progress air transport made in 1947 and what it expects to do in 1948.



1947 . . .

American's Tenth Top Year

Out of the astronomical total of 6,093,761,000 passenger miles flown by all airlines within the U. S., American Airlines flew almost 1 out of every 4—a total of 1,379,320,000. This was a new record—both for the industry and for American—and gives us top place in the industry for the 10th consecutive year. In fact, in the entire transportation field, American is now exceeded in passenger revenue only by the New York Central and Pennsylvania Railroads.

Where does this increase in passengers come from? Who is riding the airways these days? Every survey we have made recently indicates that a large proportion of the increase comes from businessmen who are using the airlines more and more as a matter of sound business policy. And that's a pretty interesting development in itself.

1947 saw the start of the post-war buyers' market and, as you know, this trend has continued and intensified in the first months of 1948. In many lines, salesmen, for the first time since 1941, had to get out and look for business.

Many executives, brought up in the sellers' market, were faced with the hard realities of a truly competitive market for the first time. As a result, businessmen had to figure out new ways to keep plant capacity busy, to reduce expenses to offset increased costs of doing business, to render better service to present customers and to create new customers.

In 1947, many businessmen began to look on air transportation from a new point of view. Many of them had traveled by air previously because they found it more pleasant, or more convenient or simply because they liked to go places fast. But last year they realized that with air transportation they were able to cover more territory, deliver more sales punches per day. They saw that they could keep closer tabs on out-of-town offices, distant customers. They found in air transportation a method of increasing salesmen's territory, giving them a greater sales potential and more income. They saw, in short, that air transportation paid off in a way they couldn't afford to overlook, these cost-conscious days.

This increased familiarity with air travel has given a new impetus to Air Mail too—more and more businessmen are turning to Air Mail to get bills out faster, payments back sooner and to lighten long distance telephone and telegraph tolls. Air Express and Airfreight have reached new highs—for the business of transporting goods by air has far outgrown the original "emergency shipment only" stage as its effects on turnover increase and inventory reduction are realized.

All this by way of explaining to what we attribute much of 1947's increased air travel figures. And if you're a businessman we believe you'll have found already the pretty obvious moral.

Service EXPANDS... *Three Ways*

Beginning last year and continuing into the future—American has been increasing the scope of its service in three directions. Briefly, American now offers more service, faster service and service to more places.

You may have noticed yourself, during 1947, how much easier it became to get seats. That was largely due to the introduction of the new Douglas DC-6 Flagships—whose greater seating capacity made many more seats available. And as the new Convair-Flagships are added to the new Five-Mile-a-Minute Fleet, you should find it increasingly easy to get seats even on the most popular flights.

The new DC-6 Five-Star Flagships were also responsible for reducing flight times on many trips. For instance, you save 35 minutes now when you travel Five-Star between New York and Chicago, 2 hours and 25 minutes between New York and Los Angeles, and 3 hours between New York and Mexico City. With the DC-6's, additional non-stop services were also introduced, making faster trips available between such points as New York-Cincinnati, Chicago-Los Angeles, and Washington-San Francisco.

Probably the most important extension to American's route system has come with the addition of Oakland and San Francisco—which not only greatly enlarge American's transcontinental service, but provide one of its most scenic flights.

Other new route cities recently added are Milwaukee, Wis., Richmond, Va.; Wilmington, Del., and Midland and Odessa, Texas. And direct non-stop service on a new route between Cleveland and St. Louis is now available.



Fast Work in Reservations

(Tickets, Too)

In the past, you've been used to waiting for later confirmation of round-trip space. Now a new time-saving system makes it possible to secure definite reservations, going, continuing and *return*, through a single phone call.

There's streamlining at AA's ticket-counters, too. When buying your ticket for an already reserved seat, you no longer have to wait while the agent phones to confirm your reservation.

If you're going abroad you'll find the speed-up also extends to International Service. This works through

an international clearing house for the entire system at American's New York Reservations office.

The key to these improvements in American's reservation service is the 6,523 miles of Private Line Phone (PLF)—connecting 53 points on American's system. PLF is what makes it possible for your American Reservations agent to supply you with such full information so fast—and make reservations-in-a-rush to *any* part of the world.

An Unmatched Safety Record MORE than Two Billion Miles Long

1947 was another outstanding safety year for American—free of any accidents involving passenger fatality. Since March 1946—American has flown over 2,800,000,000 passenger miles without a fatality. This is an unmatched record. Put that two-billion-eight-hundred-million-mile safety record in terms of one-person travel—and he'd be flying without accident night and day continuously for a thousand years.

Footnote on Headlines

In contrast with other forms of travel, the dramatic nature of an air crash gives it more "Story" value—brings bigger headlines in more newspapers. But headlines don't distinguish between air accidents—whether they occur to private, military, foreign craft or non-scheduled commercial operators. To get an accurate picture of U. S. air transport safety, it is essential to make this distinction sharply and to remember that such planes are not required to operate under the same rigid codes adhered to by all *scheduled* U. S. Airlines.

Actually, the basic safety of the scheduled domestic airlines is an established fact. For 98% of all insurance companies now issue at standard rates, *all* types of life policies to air travelers on scheduled airplanes. And actuarial averages are not guesswork—but statistical certainty.

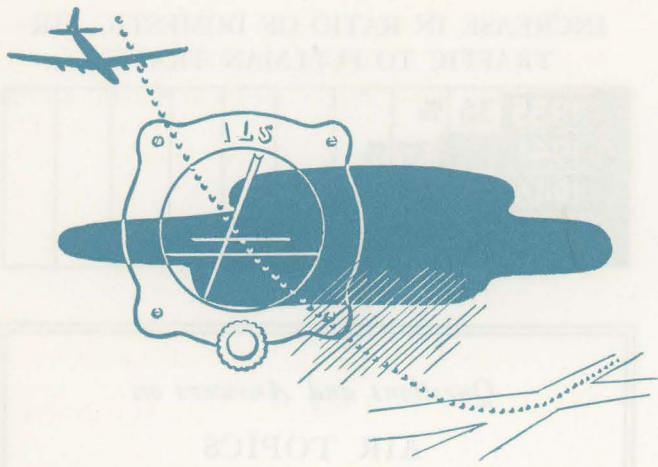
Now From Mexico City to Helsinki

American's System now extends from Latin America to Europe—offering you the same high standards of service both at home and abroad. American's System includes:

American Airlines, Inc.—Serving the United States and Canada.

American Airlines de Mexico, S. A.—Providing service to Monterrey and Mexico City and by connection to Central and South America.

American Overseas Airlines—Providing service to Denmark, England, Finland, Germany, Holland, Iceland, Ireland, Newfoundland, Norway, Scotland, Sweden.



What's Being Done To Increase Dependability

The development of new flight guiding facilities and instruments and new control techniques, now in operation, are expected, during 1948, to increase still further American's already high percentage of schedule fulfillment. The change will be felt not only in percentage of flights completed but also in on-timeness of departures and arrivals.

One of these instruments is the ILS (Instrument Landing System) indicator—now standard on all American's planes. During conditions of low visibility, ILS gives a visual reading that guides the pilot both laterally and vertically along a beam directly to the runway. As a result, lower weather minimums are allowed users of ILS by the Civil Aeronautics Authority and flights which might otherwise be cancelled can now operate safely.

Another facility, Very High Frequency (VHF) communicational radio, with which American's fleet is now completely equipped, is making special contributions on on-time take-offs and landings.

For example, the additional communication channels made available by VHF plus a new type of Traffic Control procedure has performed amazingly in easing airway traffic congestion at New York's LaGuardia Field. Almost eliminated are the frequent delays while waiting for take-off or landing clearance from the airport Traffic Control. Now that VHF is in general use, the Airlines are hopeful that the Civil Aeronautics Authority will also apply this improved traffic control procedure at all major terminals. By eliminating delays at the more congested terminals, performance improves all along the line.

Huge Hop in Ocean Hopping *for 1947*

150,000 travelers crossed the Atlantic by air in 1947—approximately three-fourths of them flown by U. S. Flag airlines. American Overseas Airlines carried a total of 59,741 passengers—a total of 174,000,000 pas-

senger miles. AOA's fleet averaged more than 5 transatlantic crossings a day.

World travelers and world commerce have been quick to take advantage of this service. Passenger increase was 79% over 1946. Cargo and Mail were up 69%. And transatlantic air transport has just become even more useful with the inauguration on March 16th of International Air Parcel Post.

Matters Down Mexico Way

Last September, American Airlines de Mexico passed its fifth birthday with celebrations at both Monterrey and Mexico City. High point was the presentation of a "Premio Especial" by the Inter-American Safety Council recognizing American de Mexico's outstanding safety record—5 years without an accident.

American was cited by Mexican government officials for being the first company to bring their country an airlines system with standards and facilities comparable to those within the U. S. In order to establish "radio beam" flying, American built the only directional radio-range stations in Latin America. It built a complete modern airport at Monterrey, as well as intermediate airports—and established a complete chain of weather reporting facilities.



These pioneering steps have now resulted in an established good-neighbor link, in a new channel for growing Inter-American friendship. From U. S. cities in the East, the Mid-West and the West Coast—American now operates three direct routes to Monterrey and Mexico City. Since the inauguration of service in 1942, American Airlines de Mexico has carried 225,000 air passengers and flown over 3,500,000 ton miles of air cargo between our two countries.

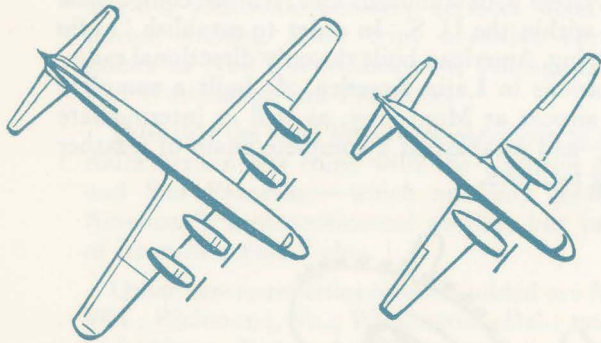
Why Flagships STAY Young

Years ago, American originated the basic principle of Preventive Maintenance—since adopted by other airlines. Preventive Maintenance works on the premise that no Flagship can grow old when rigid checking, inspection, overhaul, replacement take place on regular schedule *before* any part of the plane requires it.

In 1947, American completed at Tulsa, Oklahoma, the world's largest base for Preventive Maintenance. Supplementing it, nationwide, are five other major overhaul stations, and fifteen secondary stations for terminal checks, pre-flight checking, minor repairs. At all these bases, Flagship Maintenance Personnel are selected, indoctrinated, trained with the same care and attention given to flight crews.

They learn how Flagships get 350 separate inspections before each flight—a complete nose-to-tail check-up each 50 flight hours. They find that American's maintenance practice invariably exceeds Civil Aeronautics requirements.

American's maintenance standards are high—but every means is used to stimulate constant improvement. For example, during 1947, alone, Flagship Maintenance Personnel won 106 cash awards for suggestions leading to safer, better maintenance practices and procedures.



American's New Planes Program

American's new equipment program, begun in 1947 with the introduction of the Douglas DC-6 (American's Five-Star Flagships), will blossom into a Five-Mile-a-Minute Flagship fleet during 1948.

Last year the Five-Stars superseded the somewhat slower, slightly-less-luxurious DC-4's on plush flights over principal routes, and the DC-4's, in turn, replaced many of the DC-3's. Soon the Convair Flagships—due to start in service this summer—will replace more DC-3's and some of the 4's, completing the transition to a uniform five-mile-a-minute standard of service early in 1949.

As forecast by a survey American made in 1943, public acceptance of the Five-Star service was immediate—and enthusiastic. The survey had only confirmed what everybody knew anyway—that many travelers want a deluxe service and expect to pay a higher rate for it—in the air just as they habitually did in choosing Pullman over day-coach service on railroads.

Contributing new convenience and comfort to standard fare service—will be the new Convair Flagships by Consolidated Vultee. Outstanding feature of the Convair is its speed even on short runs.

INCREASE IN RATIO OF DOMESTIC AIR TRAFFIC TO PULLMAN TRAFFIC

1935	36 %						
1941	137 %						
1946		30. %					
1947						49. %	

Questions and Answers on

AIR TOPICS

Q. *Is shipment of freight by air on the increase?*

A. Decidedly Domestic transport of air freight by all scheduled air carriers increased 111.5% for 1947 American continued No. 1 domestic air freight carrier with 12,720,686 revenue ton miles flown in 1947—up from 6,238,966 in 1946.

Q. *Are Air Fares Actually Higher?*

A. No. Despite their 10% increase last December—air fares today are still *lower than they were in 1940*. Compared to the over-all rise in costs generally, air travel has become a bigger bargain than ever

Q. *How does International Air Parcel Post Work?*

A. It's a new Post Office Department service for which the U S. currently has agreements with some 23 foreign countries. Packages move by air wherever possible not only across the ocean but on the domestic part of the haul as well. The rate varies slightly with the country of destination. But unlike the "zone system" of rates in domestic parcel post service, the inexpensive international rates are standard and do not vary with point of origin in this country

We hope the information supplied in this folder has interested you. We hope, too, that it will prove helpful in your thinking and useful in your discussions with friends, associates, and traveling acquaintances. If you'd like extra copies of this report or further information on any of the subjects covered, or any other subjects relating 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.