



Policies
of
American
Airlines, Inc.

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Public Service:

It is the business of American Airlines to serve the public — it has no other business.

American has a continuing responsibility to its cities and communities, to provide adequate, dependable air transportation services.

It has comparable responsibility to the individual, who should be served well, with courtesy, and whose patronage of the service should be appreciated.

National Defense:

American has a responsibility to the nation, to strengthen national air power. Air transportation is an essential element of air power. Adequate air power is essential for national security.

Leadership:

American occupies a position of importance in the air transportation industry. Its position of leadership was neither inherited

nor purchased; it was won. It is the result of faith, courage, foresight and hard work.

The leadership of American in the future will depend, as it has in the past, on the faith and industry with which its high standards are maintained by the individuals in its organization.

Character:

Each company has a personality, the reflection of its basic character. The personality of American Airlines is a composite of the character of its employees. The manner of their work each day will form the public concept of the character of American Airlines.

Operations:

The operation of American Airlines will at all times be conducted in a manner which will justify increasing public confidence in the safety, dependability, comfort and convenience of its services.

Traffic:

American will seek to create new traffic and travel, based on the time-saving utility of air transportation. It will sell air transportation on the basis of its tangible merit, and not on the deficiencies of any competitive service. It will seek to increase the public usefulness of air transportation and broaden the traffic base by which further growth may be justified.

Rates:

The objective of American Airlines is to extend the benefits of air transportation to the maximum number of people. It will charge rates which will permit adequate services at reasonable prices and encourage expansion of these services to the public.

Competition:

American Airlines has grown to its present stature under conditions of severe competition. It believes in the principle of competition, provided the regulations are fair and they apply equally to all who compete, and the result is determined by relative merit.

American is opposed to all forms of wasteful competition, competition which will inevitably increase the public price of air transportation, and narrow its field of public usefulness.

Fair Shares:

When earnings over a reasonable period justify, the public should share, either by the provision of a better service at the same price, or by rate reduction. The employees should receive fair compensation for their work and skill, with opportunity for continued employment, advancement and security. The stockholders should receive a fair return on their investment, with assurance and regularity.



To Our Stockholders:

April 4, 1952

You are a stockholder in American Airlines. We welcome your confidence and your investment. We want you to know about the policies under which your company operates. These policies are designed to provide an outstanding public service, and a stable, profitable operation. There will be benefit to your investment if we are able to attain the objectives we list. Your continuing aid will be gratefully received.

A handwritten signature in blue ink, appearing to read 'C. A. J. Min'. The signature is fluid and cursive, with a large initial 'C' and 'A'.

President

AMERICAN AIRLINES, INC.