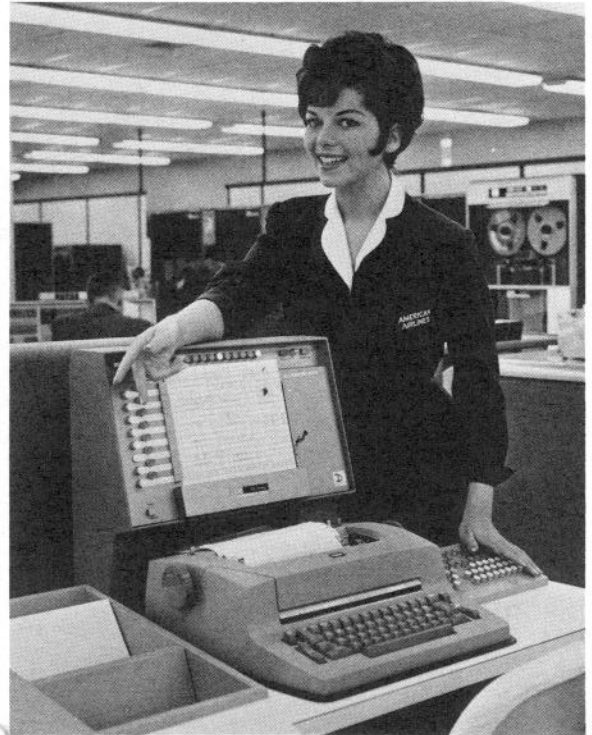


• sabre



AMERICAN AIRLINES RESERVATION SYSTEM
FOR PEOPLE ON THE GO

SABRE ELECTRONIC RESERVATION SYSTEM GETS YOU OFF TO A FLYING START...THE EASY WAY



The owner of the friendly voice that greets you when you call American for your reservation has at her fingertips the world's largest electronic data processing system ever designed for business use.

We call it Sabre.

SABRE...because it cuts to seconds the time needed to confirm your flight reservations.

SABRE...because it cuts out additional calls about connecting flights, car rentals, and other travel details.

SABRE...because it cuts down the time you spend planning business trips. Saves your secretary's time, too.

Introduced by American years ahead of other complete electronic airline reservation systems...Sabre today processes more than 23 million transactions a year. This great electronic wizard with its immense "memory" has just one purpose: to serve you better with lightning-fast accuracy.



How American's Sabre System Works for you

When you call American's reservation office, you get quick results. First of all your call is answered fast—the majority of times in less than 10 seconds!

While you are telling our highly-trained reservations sales agent just where you want to go, and the time and day you desire to leave, she (or he) is pushing buttons on her console set. In less than a second you will have a confirmed reservation for a definite seat on the flight you request. And you'll find that we'll have an Astrojet departure just about any time you want to leave.

Sabre's electronic brain will remember your name and telephone number and whatever other information is necessary for a complete and accurate record of your flight.



If you plan to fly during one of the heavy holiday travel periods, Sabre instantly shows which flights are available. If an immediate confirmation of your first choice is not possible, Sabre will "waitlist" you. When there's a cancellation, Sabre will automatically confirm the next passenger on the waiting list. So on the rare occasions that we can't confirm your reservation right away, Sabre won't forget you.

All information for your reservation is stored electronically at American's Sabre Center in Briarcliff Manor, New York. It's data is instantly available whenever you want to confirm, change or cancel your reservation—through any American Airlines Reservation or Ticket Office.

SABRE DOES MORE FOR YOU THAN ANY OTHER RESERVATION SYSTEM

In addition to clearing instant reservations for American's flights everywhere in the United States, Canada and Mexico, Sabre works many other wonders to make it easier than ever to fly American.

Immediate Reservations

on 36 connecting airlines... a real time saver when you need to make flight connections anywhere in the U.S.A.—and overseas, too.

Major Conventions

quite often have on-the-spot Sabre service. A console set and a staff of experienced convention specialists are on hand to confirm or, if necessary, change reservations and tickets.

People on Special Diets

need only say so. Sabre will record the information and the special meals desired will be ordered...electronically. Should you travel with an infant, Sabre won't forget to have emergency diapers on board. Sabre will even remember to provide wheel chairs for unfortunate skiers!

Up to the Minute Flight Arrival

and departure times are always available with Sabre. If you're to meet someone at the airport and in doubt because of overcast skies, call American. Sabre will have the arrival time for you in seconds.



Car Rentals

helicopter and air taxi connections are also "memorized" by Sabre. When you call American, you'll find that one call does it all.

AMERICAN AIRLINES EXPRESS SERVICE

Sabre is one more advance in American's concept of total travel convenience...which we call *Express Service*. Here are some of the other major advances that will smooth your next American flight:

Tickets—

When you make your reservation we'll arrange to mail your ticket to you, or have it waiting for you at the airport or the ticket office of your choice. If you have an Air Travel Plan Card, American can provide you with blank Express Tickets so you can fill out your own.



Going to the Airport—

All cities have frequent limousine service. Some also have Helicopter Service, and Air Taxi Service from suburban airports. Ask about transportation to the airport when you make your reservations.

Your Luggage

is also "expressed" when you arrive at the airport. An American Skycap will handle it for you right from the curb...direct to the departure gate. He'll tell you from which gate your flight will leave so you won't have to stop at the main counter.

Forget Something?

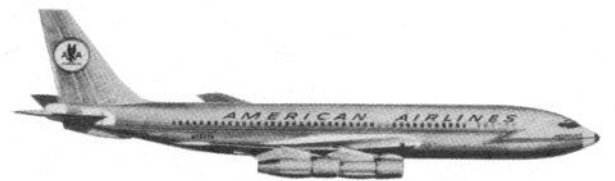
Perhaps some important business papers. If you should, see your Passenger Service Representative. You'll usually find her in front of the counter, ready to help you. She'll call your office for the papers you left behind and make sure they're sent on. And she has an emergency supply of Express Tickets just in case you forget your own.

When You Arrive

your luggage is ready within 8 minutes—hardly more time than it takes you to walk to the baggage claim area. Most times you'll even find your luggage waiting for you!

On your next trip...take careful note of the way American has "expressed" itself—on the ground and in the air.





**American built an airline
for professional travellers.**

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