To any kid who’d like to go somewhere: We’ll pay half your fare.

The idea’s not as crazy as it may seem. Anytime we take a jet up, there are almost always leftover seats. So it occurred to us that we might be able to fill a few of them, if we gave the young people a break on the fare, and a chance to see the country.

The American Youth Plan*

We call the idea the American Youth Plan, and what it means is this: American will pay half the jet coach fare for anybody 12 through 21. It’s that simple. All you have to do is prove your age (a birth certificate or any other legal document will do) and buy a $3 identification card. We date and stamp the card, and this entitles you to a half-fare ticket at any American Airlines counter.

The only catch is that you might have to wait before you get aboard; the fare is on a standby basis.

"Standby" simply means that the passengers with reservations and the servicemen get on before you do. Then the plane’s yours. The American Youth Plan is good year round except for a few days before and after the Easter, Thanksgiving and Christmas rushes.

If you can’t think of any places you’d like to go offhand, you might see a travel agent for a few suggestions.

We can’t add anything else. Other than it’s a marvelous opportunity... to just take off.

Complete this coupon—include your $3. (Do not send proof of age—it is not needed until you have your ID validated.) In addition to your ID card, we’ll also send you a free copy of AA’s Go Go American with $50 worth of discount coupons.

American Airlines Youth Plan
633 Third Avenue
New York, N.Y. 10017

Name__________________________
Address________________________
City _______ State _______ Zip____
Birth date________________________
Color of hair_____________________ Color of eyes__________

American Airlines

"DOES NOT APPLY IN CANADA AND MEXICO."