



PAN AMERICAN AIRWAYS SYSTEM

GENERAL OFFICES, CHRYSLER BUILDING, 135 EAST 42ND STREET, NEW YORK, N. Y.

April 14, 1942

Mr. Amon Carter
Hotel Ritz Carlton
Madison Avenue & 46th Street
New York City

Dear Mr. Carter:

This is being written, and sent you by messenger, as a matter of insurance against the possibility that I will be unable to reach you by telephone either later this afternoon or tomorrow, as I was earlier this afternoon, and is pursuant to the special newspaper section matter about which you recently wrote Mr. J. T. Trippe. I believe that Mr. Trippe has already written you in Ft. Worth in reply to your letter, but this afternoon I received a Washington message from Mr. V. E. Chenea, whom I believe you know, asking that - in the absence of both Mr. Trippe and himself from New York - that I get in touch with you at the Ritz Carlton and report our situation and decision on this section in line with Mr. Trippe's advice to him. I believe that his call was prompted by one received from you today at either his office or Mr. Trippe's.

This I will again try to do by telephone, but in the event you plan leaving New York tonight the essence of the facts is simply this: We have always considered special sections as very marginal media from an advertising standpoint, in common with most advertisers and as often expressed by the Association of National Advertisers. They undoubtedly represent excellent publicity for the company featured, and worthwhile promotion for the papers by virtue of the number of one-time ads secured, but not nearly so desirable for supporting advertisers as space purchased in conjunction with regular campaigns.

We have, prior to the first of this year, at very infrequent intervals, made exceptions to our policy in this respect - I think not more than four times in the last three years - under very exceptional circumstances. Each time we have done so it has, of course, occasioned us much embarrassment by virtue of explanations but due those papers we had to previously or subsequently turn down on kindred or identical promotions.

Since the first of this year, however, circumstances have become such as to preclude any further such exceptions, even though the regard in which you are held by Mr. Trippe is such that he would doubtless otherwise instruct the insertion despite repetition of the aforementioned embarrassment. Those circumstances are that, following America's entry into the war and the nature of our ensuing operational changes, we cut our advertising appropriation to

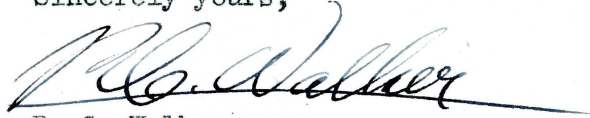
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the minimum necessary for continuance of our basic institutional schedule, leaving no residue upon which to draw for any additions.

The combination of the circumstances herein cited are accordingly such that we cannot participate in the special Bomber Plant Section of the Ft. Worth Star-Telegram, but I am sure that in happier times to come you will see tangible evidence in your paper of our feelings towards and respect for it.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "R. C. Walker", written over a horizontal line.

R. C. Walker
Advertising Manager

rcw:bm

cc: Mr. J. T. Trippe
Mr. V. E. Chenea