

TELEPHONE  
VANDERBILT 3-2641

RESERVATIONS  
VANDERBILT 3-2580

CABLE ADDRESS  
"AMAIR"

AMERICAN AIRLINES, INC.

45 VANDERBILT AVE.

NEW YORK

September 13, 1938

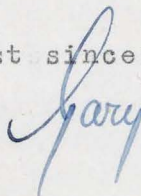
Dear Mr. Carter:

This is the second time I have heard you speak, the first time being at our big general sales meeting in Chicago, and upon both occasions the messages you had for us were of such a nature that I just simply will be eager to go out of my way to hear you whenever there is such an opportunity.

On every second Tuesday of each month we hold meetings attended by approximately one hundred of our sales and operating personnel and, should you ever be in New York on such an evening and free to address our group, I am sure that everyone would be equally as enthusiastic as I have been. I hope that this will be possible someday and that one of your New York trips will include a second Tuesday of a month so that you may give us a few minutes of your time.

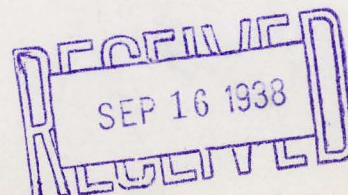
You might be interested in a copy of the memo we have sent to all of our departments which gives our employees a concise outline of your Fort Worth talk in which you brought out many fundamentals which our employees should constantly keep in mind.

Most sincerely,



A. J. Gariepy  
District Sales Manager

Mr. Amon G. Carter  
Fort Worth Star Telegram  
Fort Worth, Texas





Reservations Department  
Ticket Offices - 3  
Sales Department  
Steamship & Agency Department  
Miscellaneous Personnel

September 13, 1938

District Sales Manager - New York

Good Common Sense.

TO ALL PERSONNEL:

During the Fort Worth sales and operations meeting one of American Airlines' directors and exceptionally good friends, and above all a most successful business man--Amon Carter--gave us a talk parts of which we thought you might be interested in.

He started out by saying that among the many things that are important to a transportation company like the American Airlines are financial stability, good equipment and operation, employee morale, good organization and direction of work, and many other things, but above all he stressed--CREATING GOOD WILL--since, as he put it, this matter of creating good will is really the milk in the coccoanut.

He continued by emphasizing the advisability of

1. Getting accustomed to doing things carefully--which is so impressive to the public.
2. Get sold on your job and then go to it.
3. Every game is a championship game. In other words, in all of our daily activities whether large or small let us give each our best just as though it was the most important thing of all.
4. When speaking of complaints he said, "The man who thinks he has been mistreated is worse than the one who has been mistreated". Mr. Carter told us of a very interesting story about a very valuable employee who was finally dismissed because he was so well informed that he won every argument <sup>but</sup> ~~and~~ lost all the customers.
5. Mr. Carter reminded us that when we lost a customer--we lost his influence and, just so that we do not get off on the wrong foot, he reminded us that it was more advisable to recover a lost customer than to get ten new ones.

#2 To All Personnel

September 13, 1938

These facts are perhaps a little cold as you receive them without Mr. Carter's charm and convincing personality but those of us who are eager to acquire additional, excellent business habits will find considerable of importance in these thoughts.

AJC/RGM

CC: C. A. Rheinstrom  
E. D. Miller  
Amos G. Carter ✓  
Howard Kubts  
W. E. Miller - NK



A. J. Cariepy