

AMERICAN AIRLINES, INC.

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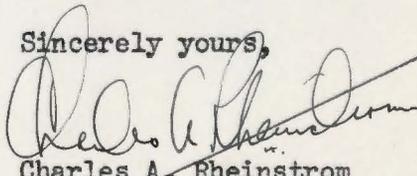
November 3, 1938

Dear Mr. Carter:

Attached is a proof of an American Airlines advertisement, which appeared on October 24th in six newspapers as indicated thereon.

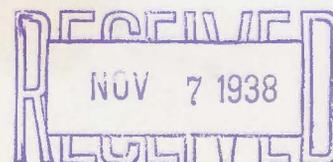
I hope you will agree with us that this is one of the most outstanding advertisements ever to appear in behalf of air transportation.

Sincerely yours,



Charles A. Rheinstrom

Amon G. Carter
STAR TELEGRAM
Ft. Worth, Tex.



Today... what is
Changing the World
more than any other one thing
?

ALL OVER THE WORLD, one word is forcing men to think in new terms. That word is *aviation*.

International relations, boundaries, isolation, balance of power; all of these and more must be recalculated and measured by the new yardstick of *aviation*.

Dictators, Kings and Presidents; Armies, Navies and Diplomats are compelled to revise and readjust their conceptions to meet the world's greatest single new challenge, *aviation*.

★ ★ ★

To survive ON earth—we must travel ABOVE the earth. To ignore this spells decadence. To be slow to utilize it gives the other fellow too many advantages.

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You may believe all of this is true, as applied to governments and military men—but that air transportation is not a necessity for you.

We submit that air transportation has as much application to you individually, and to your business, as it has to competition among nations. You cannot remain detached and uninfluenced by an economic force which spans the Atlantic in a few hours and makes TWIN CITIES of New York and Los Angeles.

★ ★ ★

Scientists, engineers and manufacturers are being spurred in the greatest race of all times—the race

for supremacy in the air. Nations are getting ready.

But in air transportation YOU HAVE NOTHING TO WAIT FOR. America has the finest air transport system in the world. Finest in equipment; finest in dependable performance, day and night, every day of the year.

TODAY you can join the tens of thousands of others who *are* enjoying the advantages of air travel.

Last month American Airlines, Inc. alone carried more than 40,000 passengers.

No one can measure the hours of travel-time these people saved—nor, how much business was expedited and productivity increased—nor, how much personal pleasure and comfort was made possible by this modern mode of travel.

★ ★ ★

You may question the worth to you of this new, swift method of transportation. No doubt there were many who had similar questions when they learned that the world was not flat—when gunpowder was discovered—and again with the advent of steam power.

But no one denies that each new era broke the old molds and recast new worlds. There was no turning back *then*. Those who progressed had to change their habits and adjust their thinking in terms of realism. There is no turning back *now*.

The new era of aviation is not coming—IT IS HERE.

O. R. Smith
PRESIDENT

AMERICAN AIRLINES Inc.