



AMERICAN AIRLINES *INC.*

100 EAST 42nd STREET
NEW YORK 17, N. Y.

November 30, 1944

OFFICE OF
THE PRESIDENT

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

Dear Amon:

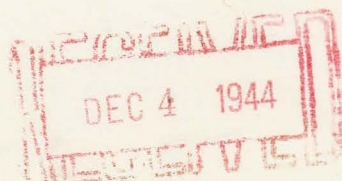
It occurred to me that
you possibly might be interested in the
attached comment.

Best regards.

Sincerely yours,

A. N. Kemp

mp



MARKETING

are especially necessary to the Pacific Coast manufacturer since in the postwar period he must face strong competition. Amplified by the migration westward of well financed eastern firms, it is reported that approximately 300 eastern firms were incorporated in California during 1943. Reasons are: 1) increased market occasioned by a definite population shift and 2) European war will be over before the Pacific war, the eastern manufacturers will have the advantage of earlier reconversion. Marketing is now a scientific process, based on experience analyses, and carried on by the most direct and effective route. Researches are being carried on by corporations and associations, and significant data developed, weighed and evaluated for an orderly marketing program. "Sampling" has been used with remarkable success when it is properly applied. Marketers cannot afford to guess in tomorrow's market.

E. R. Halperin, Market Analyst

Pet. World

Annual Rev., 1944

p.122-28

OIL SHALE10. OIL SHALE OF CENTRAL TEXAS

Preliminary tests indicate that the Barnett Shale in the Llano region has a definite oil content and should be considered as a possible source of oil worthy of further investigation. It is possible that valuable by-products such as ichthyol, ammonium, nitrate and other chemicals and dyes could be obtained from these shales. The results of the tests are given in this article and the accompanying tables.

F.B. Plummer & B. Grant, Pet. Eng. Dept., Univ. of Texas
Oil & Gas J.

Oct. 7, 1944

p.66-70

PERSONNEL11. COMMON WAGE STABILIZATION VIOLATIONS, THEIR AVOIDANCE AND CORRECTION

Typical violations of the wage-stabilization laws are reviewed in this article and suggestions are made concerning their avoidance and correction. Attention is also given to the need for records for the control of increases, where limits are imposed, and a suggestion as to the form of such records is submitted. Some consideration is also given to the forms and procedures for filing applications for approvals of increases and plans, and for revisions of plans.

D. C. Anchin

J. of Accountancy

October, 1944

p.311-27

12. THE MAN WHO THINKS HE'S OVERWORKED

This article discusses the case of the employee who thinks he is overburdened and suggests ways to help him. Harrassed employees should be taught to tackle jobs in the order of their importance, to delegate non-essential work to assistants, to check their work habits to see that they do not read mail and copy messages several times. Even the man who has no assistants can accomplish more if he creates an organized routine and makes a rough plan of each day's work in advance.

Am. Business

September, 1944

p.18-19, 40