

# THE NATIONAL AIR COUNCIL

EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

CHICKERING 4-5360

April 9, 1948

Mr. Amon G. Carter, President  
Carter Publications  
400 West 7th Street  
Fort Worth, Texas

Dear Amon:

As a founder of The National Air Council you will be interested in the attached Report to Members.

This report describes the plans of the Council, with emphasis on activities now under way. I call your attention especially to our program in behalf of a national air policy. With world affairs in their present state, I think you will agree that action, prompt and constructive action, on the recommendations of the President's Air Policy Commission and the Joint Congressional Aviation Board is one of the most important matters before the country for decision. The National Air Council is vigorously supporting those recommendations. Details of our activities in this respect may be found in the accompanying report.

I want to tell you, now, about the method by which this and other public education campaigns will be financed. The Board of Managers has adopted what it believes to be a sound, economical underwriting plan and requests your active support of it.

We are establishing what will be known as Company Memberships. An organization wishing to help finance the Council's operations on a modest annual basis will take out individual memberships for its own executives, directors, key shop employees and others. Such memberships will be in existing categories, namely: National - \$50 per year; Contributor - \$100 per year; Patron - \$250 per year or more. (Contributions of this kind are deductible for tax purposes.)

All memberships are on an annual basis and every individual enrolled in the Council will, of course, receive all data and publications issued by it and be entitled to take part in its activities.

A company contributing to the Council in this way to the amount of \$500 or more yearly will become an accredited Company Member and will be privileged

to use that phrase in its own advertising, promotion and publicity.

Two corporations - General Motors and Ford - already subscribe to the Council on this basis. Ford has enrolled 37 of its executives and employees as members. General Motors has named 29.

Clearly, this method of financing has many virtues. One is that no corporate contribution need be more than a few thousand dollars a year. Another is that expansion of the Council's membership will greatly increase the strength and influence of the organization itself.

Charter members of the Council are being asked to consider this proposal from the following standpoints:

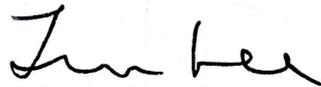
Will you adopt this plan in your own organization?

Will you discuss the plan with business friends in your vicinity who have not yet joined the Council?

The Board of Managers earnestly solicits your support and cooperation. Both the President's Air Policy Commission and the Congressional Board have stressed the urgent need for public education in air matters. This is the basic function of the Council and the time for strong support is now.

I hope you will read carefully the attached report, study the Council's projected program and let me know as soon as possible whether we may count on your help. Any further information or assistance you may require from Council headquarters will be available to you.

Sincerely yours,



F. Trubee Davison  
President

FTD:B

P. S - Hope to see you soon  
in Fort Worth  
J.

