

THE AMERICAN MUSEUM OF NATURAL HISTORY

CENTRAL PARK WEST AT 79TH STREET

NEW YORK 24, N. Y.

OFFICE OF THE PRESIDENT

July 7, 1948

Amon G. Carter, President
Carter Publications, Inc.
400 West Seventh Street
Fort Worth, Texas

Dear Amon:

A few weeks ago The National Air Council launched a new financing plan which has been widely approved as sound and economical. As you know, it involves the establishment of "company memberships" for organizations contributing \$500 or more yearly through individual memberships.

But every fund-raising plan must have active personal interest and strong follow-up. I am therefore writing to ask whether you - as a Governor of the Council - will assist our Finance Committee by writing and talking to leaders in Texas to join in a national group of \$1,000 industry memberships.

Our headquarters will give you the following help:

A list of organizations in your region, separated into aviation and non-aviation firms;

Sample letters explaining the financing plan and the tax-exempt status of the Council; and a

Printed folder describing graphically and simply the activities of the Council, its purposes and aims, and classes of membership.

We hope that you will be willing to write these few letters to prospective organizations on your own letterhead and follow up those letters personally by telephone or other contact.

You are no doubt familiar with the Council's long-range program and initial activities in that program: with the booklets and radio series entitled "Time Is Running Out", the conference of educators and industrial leaders, the highly successful pamphlet called "Consider the Little Airfield", the writing fellowships, motion picture service and speakers bureau and, most important of all, the active cooperation with labor and other groups in furthering air education.

It is generally agreed that the 70-group Air Force program, though a good beginning, is only a first step toward real air supremacy. A vast amount of continuing educational work must be done.

If the Council is to succeed in its aim, adequate funds must be available, and that requires a sincere effort on the part of us all to promote the company member plan.

With the thought that a few telephone calls from you will be much more effective than repeated letters from headquarters here, we are counting on this good help in the Texas area.

With genuine appreciation,

Sincerely,



F. Trubee Davison
President

FTD:js

P.S. I suggest that you address your reply to me at The National Air Council, 1203 Empire State Building, New York 1, N.Y.

P.P.S. - I will never forget your kindness to Frazer and me some weeks ago. It was a real pleasure to meet Amos Jr., brief though our visit was.

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