

American Airlines, Inc.
100 East 42nd St.,
New York

February 4, 1949

TO: Directors and Officers

FROM: Vice President - Public Relations

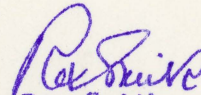
SUBJECT: Public Relations Activity Reports

We are starting a new kind of monthly informational review of the public relations activities based on the creative work done by the Department. These reviews will be issued after all regional reports have been received and checked.

I am enclosing herewith first of the reviews, by regions. New England takes top honors for November.

We do not plan to include the regular day by day volume of routine coverage of the Department as regards news, promotions and publicity. We are primarily interested in the original and creative endeavors of the Department and its regional offices. I shall expect the reports from the Regional Directors promptly so that we can get this general summary out as quickly as possible henceforth. This particular number is not entirely comprehensive and is not as smooth a job as we will have in the future.

Enclosed, also, for your information is the American Overseas Airlines activity report for the same period.


Rex Smith

cc Director of Public Relations
Regional Directors of Public Relations

EASTERN REGION

I. SPECIAL PROJECTS

Assisted in handling Scottish Mercury inauguration.

II. PROMOTIONS AND ADVERTISING TIE-INS

Working with Jean Webber to select monthly Miss Airways.

Worked with advertising agency on arrival of members of Manufacturers and Wholesalers Association of San Francisco for style show.

Worked with ad agency on contest winners of CBS "Weekend With Music".

Worked with Ford Motor Car Company on arrival British Ford cars.

Wrote story for Minnesota and Mining Manufacturing Co., house organ on use of Scotch tape for christenings.

Assisted Thalhimers Department store in Richmond on advertising and window displays.

III. PRESS RELATIONS

Prepared joint Robinson and AA release on AA providing ground services for Robinson in upstate New York.

Prepared Thanksgiving advance and follow-up travel stories.

Provided Associated Press with information re sports teams traveling via air.

Provided Herald Tribune with story on special services for mothers and babies.

Arranged for Journal American interviews and photos re selection of "Office Orchid" in Chanin Building.

Worked with New York Times on by-lined story of AOA pilot flying North Atlantic during winter.

Handled Convair belly landing at LaGuardia Airport.

Prepared weekly radio scripts for region.

Supplied information for Daily News Sunday Section ski map.

Prepared special Sun Country story for Sunday Mirror Magazine.

Wrote special roundup-domestic and overseas-travel story for Herald Tribune.

Prepared special article on air cargo for Canadian Exporter Magazine.

Wrote special Scottish Mercury story for trade press.

Prepared special article for Grade Teacher Magazine on air travel.

Eastern Region cont'd.

Prepared background material for speech by Buffalo manager of operations.

Wrote special travel story for Brooklyn Eagle.

Provided special airport coverage for O'Dwyer and Dewey departures.

Provided New York Times with latest travel photos.

IV. RADIO-TELEVISION RELATIONS

Helped Philadelphia set up first live television show with AA talent on WPTZ.

Provided airport material for National Television Guild.

V. MOTION PICTURE RELATIONS

VI. MISCELLANEOUS.

Briefed all regional sales managers on handling press in event of accident their areas this winter.

Prepared speech for W. H. Johnson, Jr., for New York State Aviation conference.

Making arrangements for monthly publicity contest among sales managers and managers of operations.

Arranged for stewardess to speak at Rochester High School.

Arranged for stewardess to speak at Coldey College, Wilmington.

Briefed Chicago on press and promotional activities employed in New York during Sun Country Roundup Exhibit.

Assisted Wilkes Barre to set up Convair Day meetings for civic clubs.

Arranged for stewardess for Philadelphia Foreign Trade Dinner.

NEW ENGLAND REGION

I. SPECIAL PROJECTS

Provided tulip bulbs from Amsterdam to 500 guests at Boston Baptist Social Union annual banquet. Specially printed tags credited AOA.

Supplied two stewardesses and script for Bonwit-Teller fashion show at Copley-Plaza Hotel.

Serviced pix for Community fund involving AA personnel.

Met with Joint Council for International Cooperation re Air-Age Neighbor movement.

Set up contest with Community Fund with Flagship flight for prize to 40 winners.

Issued Air-Age bulletin to New England AA personnel.

Provided stewardess for Red Feather luncheon each Tuesday during November.

Worked out following projects re Convair inaugural and Open House.

1. Prepared copy for 10 X 60 foot sign outside South Station.
2. Prepared poster copy for subway stations and buses.
3. Prepared handbills for Convair Open House and supervised distribution.
4. Prepared copy on outdoor sign for Open House.
5. Aided Sales in arranging use of old automobile in advertising Open House.
6. Worked with Liggett Drugs on Convair Sundae promotion.
7. Worked with New England Nash dealers on Convair Nash promotion involving arrival of Santa by Convair.
8. Set up special press flight prior to Convair inaugural.
9. Set up dedication ceremonies for Convair.
10. Set up special props, invited guests, arranged breakfast for guests.
11. Arranged for special cards for first-day Convair passengers from Boston plus roses for women passengers.

Worked with Community Fund on tie-in re "Grandma Moses" Red Feather painting.

II. PROMOTIONS AND ADVERTISING TIEINS

Arranged for use of AA picture in Atlas Enterprise Travel Agency ad.

Arranged tie-in with Bonwit-Teller.

Worked on advertising tie-in re shipment of bulbs from Holland.

Worked with Jordan's on Jordan-Marsh Friendship Plane to Europe.

III. PRESS RELATIONS

Worked with Unitarian Service Committee in arranging publicity for Dorothea Jones, representative of U.S.C. in Europe.

Serviced story and pictures to the "Rope Walk" - Plymouth Cordage.

New England Region cont'd.

Serviced special release s on diversion of G. I. charter

Serviced story and pix re Arvin Saunders appointment to Boston office.

Released story to Boston dailies on departure of youth to wed girl.

Released advance story on start of Convair service with pictures.

Released story on extra sections due to dock strike.

Serviced pix on arrival of German girl.

Arranged Press conference for Forbes Amory arriving from round-the-world flight.

Serviced picture of boy rushed here for operation from Tucson.

Worked with St. Mary's P. R. re St. Mary's football team on arrival.

Serviced story and pix re 80 year old man returning to Ireland.

Serviced 6 separate pix to home-town papers of AA personnel receiving instructions on Convair.

Serviced pictures and stories on Red Feather flight.

Worked with Bridgeport re interchange of Red Feather representatives by AA.

Prepared special releases and had mats made for all New England weeklies re Convair inaugural.

Serviced pix re German industrialist's arrival.

Arranged press conference and took pix of missionary and family arriving from China.

Prepared special press kits of releases and pix for Convair press flight.

Invited and arranged passage and documents etc. for five Boston newsmen on Scottish Mercury inaugural.

Serviced release on one hour Convair schedule Boston - New York.

Serviced release re inauguration of Scottish Mercury from Boston.

Serviced pix re shipment of Haggis from Scotland for Scottish Clan banquet.

Serviced advance release on dedication ceremonies for Convair inauguration.

Serviced story and pix of inaugural ceremonies.

Serviced pix re return of Boston AOA employee from Frankfurt.

Serviced advance release on ceremonies re Scottish Mercury inaugural.

Serviced advance release re Open House at Boston.

Serviced special articles and pix for Travel Page on Convair inaugural.

Serviced releases on 16 separate speeches before groups by salesmen in region.

New England Region cont'd.

Prepared "What's in the Air" each week for 12 New England papers.

IV. RADIO-TELEVISION RELATIONS

Prepared and sent out 5 minute script on "News of the Airways" to two radio stations every week.

Prepared and sent out 15 minute scripts on "News of the Airways" to six radio stations every week.

Sent out Convair inaugural release to 46 New England radio stations.

Prepared and sent out Convair Open House news release to 46 New England radio stations.

Secured following radio programs in connection with Convair inaugural:

1. WEEI - 15 Minutes
2. WEEI - 5 Minutes
3. WHDH - 15 Minutes
4. WCOP - 7 Minutes

Released pix and copy re Convair Open House to Boston Post Television News on WBZ-TV.

Arranged for stewardesses to present Convair breakfast to MC's while on the air.

Released story on scheduled Jordan-Marsh Friendship Plane flights.

V. MOTION PICTURE RELATIONS

Worked with Community Fund in arranging publicity on film "Red Shoes".

VI. MISCELLANEOUS

Attended monthly meeting of the Board of Directors of Advertising Club of Boston.

Cooperated with Logan Airport management in providing facilities, literature, and souvenirs for meeting of New England Aviation Conference.

Arranged numerous tours of the airport and AA facilities for school and scout groups, etc.

Worked out and arranged for football score board to be distributed to all outbound passengers in cooperation with Boston Herald.

GENERAL REGION

I. SPECIAL PROJECTS

Christened Flagship Milwaukee.

Reopened Jackson, Michigan.

Covered Ralph Damon speech in Chicago.

Sun Country Roundup.

II. PROMOTIONS AND ADVERTISING TIE-INS

U-Fly-It promotion Higbee Company, Cleveland.

Kroger Overseas Gift package tie-in, Cincinnati.

III. PRESS RELATIONS

21 pictures taken in Chicago.

Arranged press conference Captain Banfe, AOA airlift pilot.

Arranged press cocktail party for Sun Country Roundup.

Arranged cover picture "Sentinel".

IV. RADIO AND TELEVISION

Captain Banfe, WMAQ, 10 minutes.

Captain Banfe, Breakfast Club (ABC) 5 Minutes.

Stewardess Smith, WAAF, 15 minutes.

Capt. Perris, WAIT, 10 minutes.

Andy Burkhardt, WLW, Cincinnati 1/2 hour.

Arizona Sun, WENR-TV, 20 minutes

Paul Gibson, WBEM, 10 minutes - Sun Country Roundup; 3 minutes second day.

Wrote radio scripts for region.

V. MOTION PICTURES

Filmed communications set-up with DeForest.

Tied AA into Chevrolet slide film.

SOUTHERN REGION

I. SPECIAL PROJECTS

Helped organize Scandinavian Club of Houston. Shipped smorgasbord ingredients to Houston for opening meeting and presented "Wings to Vikingland."

Worked with correspondent of Look Magazine on lay-out to feature AA stewardesses as among the most beautiful girls of the state.

Worked with Variety Club of Texas and Interstate Theatre officials on plans for DC-6 charter from New York to Dallas carrying top film officials and stars to dinner honoring Bob O'Donnel, chief barker of Variety Clubs.

Special releases written and plans made for opening of new off-line sales office at New Orleans.

Provided coverage for Oklahoma newspapers on general operations training program at Ardmore.

Worked with Fort Worth Chamber of Commerce on good-will tour to Latin America.

Planted advance publicity on speech by Ralph Damon to Oklahoma City Chamber of Commerce.

II. PROMOTIONS AND ADVERTISING TIEINS

Arranged for photo of Capt. James Hay to appear in advertisement by Empire State Bank of Dallas.

Worked on idea to collect money for "March of Dimes" on Flagships.

Groundwork started for "open house" at airports of southern cities.

Arrangements made in Little Rock for tiein with Pfiefers Department Store to promote opening of annual Christmas Doll House.

In Memphis, tiein made with Loew's State Theatre and Goldsmith's Department Store on Teen Age Queen promotion and her departure for New York.

In Oklahoma City, "U-Fly-It" ad tiein promotion made with Rothchild department store.

In San Antonio, ad tiein made with Sears Roebuck on AA boys' shirt.

III. PRESS RELATIONS

Planted story idea with Dallas Times-Herald on five stewardesses who live together.

Released story on new non-stop schedules from Dallas to east and west coast.

Released story in Dallas and Fort Worth on stopover of Gov. Thomas E. Dewey. Arranged press conference at Love Field.

Releases made directly to local newspapers, and mats furnished, wherever regional staffers, sales managers and sales representatives made speeches.

Southern Region cont'd.

Special stories with Scandinavian slants written and planted in the Swedish papers.

Special photo releases made to Miami and Texas German papers.

Wrote releases on appointment of Robert Cannon as district cargo analyst.

Stories on travel conditions in Germany and special story on Scotland planted with Dallas Times-Herald travel editor.

Prepared release for inclusion in Thanksgiving transportation roundup, reporting new record in passengers boarded in Dallas.

Prepared releases and arranged coverage of arrival of movie producer Jack Wrather and stars of his new picture, "Strike It Rich"

IV. RADIO AND TELEVISION

Worked with WBAP-TV in filming arrivals and departures of celebrities and feature personalities. Among those photographed for transmission on television were Governor Thomas E. Dewey; Lauritz Melchior; Jim Aiken, University football coach, several movie stars.

Supplied radio stations throughout region with releases and tips.

V. MOTION PICTURE RELATIONS

Worked with Paramount News on film showing movement of Chance-Vought Aircraft workers from Connecticut to Dallas.

Assisted Interstate Theatre and Paramount in Dallas and other cities on publicizing "Mr. Groundling Takes the Air."

VI. MISCELLANEOUS

Full program held at regional sales managers' meeting in Dallas on public relations activities of the region. Agenda and discussions led by regional director.

Photos taken of charter by oilmen bound for Chicago meeting and copies furnished to sales department to give to all passengers.

Sales managers memoed to furnish material for Aviation Week column.

WESTERN REGION

(R.E. Fisher only)

I. SPECIAL PROJECTS

Opened discussions with Ancient Order of Hibernians on the possibility of developing publicity and promotion campaign connection with 1949 membership drive nationally within the organization.

Arranged press conference for Roland Hill, managing director, American Travel Headquarters, Sydney, Australia.

Effected tie-up with United Air Lines which flew floral wreaths from Honolulu to San Francisco for "Peace Week" promotion in West Virginia.

Arranged with City of San Francisco, to get another embossed copy of resolution commending American Airlines on success of Portola Festival Charter.

II. PROMOTIONS AND ADVERTISING TIEINS

Made pictures for advertising layout Capwell's department store, OAK, connection with sale of U-Fly-It.

III. PRESS RELATIONS

Wrote story on schedule changes, SFO/OAK effective November 1.

Wrote story on Santa Claus Foundation Benefit baseball game between Hollywood stars in Oakland and fact they were arriving in area via American Airlines charter from Los Angeles.

Serviced pix of San Francisco Manufacturers and Wholesalers group departure for New York to put on San Francisco fashion show at Hotel New Yorker.

Serviced departure pix of St. Mary's football team Oakland/Boston.

Serviced pix Admiral's certificate presentation to Elwood Starbuck.

Serviced pix and story on Kari Gabrielson, reservations agent girl from Oslo.

Serviced pix of Barbara Wallsten, stewardess, and Mike Doolin, airport manager at San Francisco, her uncle.

Serviced stories on personnel changes.

Serviced story Thanksgiving Day passenger traffic SFO and OAK.

Presented Admiral's Certificates to George Rhodes, Aviation Writer, Call-Bulletin; Bill Burkhardt, reporter, News.

IV. RADIO TELEVISION RELATIONS

Arranged broadcasts on NBC and ABC for Roland Hill, managing director, American Travel Headquarters, Sydney, Australia. Also television program on KSFO-KPIX (Independent) for Mr. Hill.

Western Region Cont'd.

Arranged for ABC representative to make recording at departure of group from San Francisco Manufacturers and Wholesalers Association.

VI. MISCELLANEOUS

Visited Phoenix to develop promotions between SF Bay Area and that locality.

WESTERN REGION (cont'd.)

I. SPECIAL PROJECTS

Conducted open house at Santa Barbara with DC-6 used to fly travel agents from LAX and return.

Cooperated with other airlines on open house at LAX, attended by 150,000. Carried 750 revenue passengers on flight-seeing trips; had freighter and berth mockup on display, plugged MEX service with marimba band.

Flew 50 Examiner newsboys over LAX in return for publicity.

Planning have Veloz and Yolanda demonstrate dancing on DC-6 for women' editors.

II. PROMOTIONS & ADVERTISING TIEINS

Arranged fashion show tiein at Phoenix.

Placed DC-6 model on display in Mike Romanoff's restaurant.

Tied in with Thanksgiving kid shows in 10 Fox theaters by having pilots and stewardesses appear on stage to award prizes.

Tied in scenic flights with contests being run by two weeklies in Hollywood area.

Arranged tiein with luggage manufacturer in LAX.

Promoted sightseeing flights by using Virginia Mayo and group of kids for photos.

Tied in with French consular display of French car shipped to LAX by Airfreight.

III. PRESS RELATIONS

Handled story of San Diego children returning to grandparents accompanied by stewardess.

Shipped Thrifty Drug Chain 89¢ dinner to President Truman for publicity tiein drug chain.

Arranged daily shipment of Dublin, Eire, paper to Eileen Crowe for publicity in connection with Crosby-Fitzgerald-Crowe movie.

Covered arrival and departures of football coaches.

Serviced story on auto dealer presented with gold-colored Lincoln on arrival LAX.

Arranged press flight to photograph fire on Mt. Baldy.

Planted photo of Phoenix radio transmitter in Sunday paper.

Serviced stories on regional sales managers' meeting in Phoenix.

Serviced story featuring Phoenix sales manager discussing tourism with resort managers.

Publicized winner of bellboy contest who won free trip Phoenix-Los Angeles.

Western region Cont'd.

Planted pic and story on air scoops with Arizona Republic.

Serviced story on last DC-3 service at Phoenix.

Covered Dewey arrival at Tucson.

Serviced Arizona with stories on Sun Country Roundup.

Serviced story on Radcliffe speech.

IV. RADIO & TELEVISION RELATIONS

Arranged for pilot and wife to appear on G.E. Houseparty.

Set up future promotion involving televising MGM movie in flight on DC-6.

Worked with Kline agency on dialogue with AA credit on eight programs.

Arranged for AA credit in dialogue on seven other programs.

V. MOTION PICTURE RELATIONS

Worked with Kline to try secure interior mockup for movie "Menace". Pending.

Supplied sequence of DC-6 in flight for "Triple Cross", 20th Century-Fox.

Assisting periodically in promoting showings of "Mr. Groundling".

Working with Kline for credit in latest Charlie Chan movie. Pending.

Arranged pilot interviews with script writer researching on Gander for forthcoming movie.

NOVEMBER 1948
ACTIVITY REPORT
PUBLIC RELATIONS DEPT.
AMERICAN OVERSEAS AIRLINES

LONDON

I. PRESS RELATIONS

All AOA-AA system releases rewritten and serviced to local and provincial newspapers and periodicals.

"How London Girls Work and Live". Arranged interviews and pictures for Miss Jean Clarke Thompson, New York, with Heather Reid and Peggy Huggett, AOA ticket agents.

Wrote story on stewardess Opal Hess making 200th Transatlantic trip. Release for UK and Europe.

Handled publicity on Newfoundland delegation arriving to present petition at Bar of House of Commons on AOA. Arranged for Canadian Broadcasting Co., Reuters, and other agencies to cover.

Story on Tanya di Binaco joining Public Relations staff in London. Featured in Trade magazines.

Supplied statistics on baby passengers for story by London Airport News Agency. Used in London papers.

Worked on "AOA Flies Above the Weather" campaign. Released to advertising and trade press and European PRO's.

Fully exploited Toni Twins trip through England.

"AOA Flies Stranded Steamship Passengers." Story ran for several days. Widespread AOA credit in London and provincial papers.

"AOA Cargo Experts Meet at London Airport" Carried in aviation magazines.

Full length feature "I Fly In the Airlift," by pilot ran in Tid-Bits magazine. Capt. John D. Lynn, Jr., interviewed at Frankfurt.

"AOA Carries BEA passengers Stranded by Strike"

AA twin stewardesses, Frances and Elizabeth Woods, interviewed by John Bull magazine.

Ice Cream flown from US for Cheshire family. Released to Northern provincial papers.

Story on AOA stewardesses supplied to Home Notes for article, "So You Want to be an Air Hostess?"

Story on Germany open to American tourists for travel magazines.

PRESS RELATIONS CONT'D.

Story on new Reservations and Ticket Department.

Wrote and released story on Elizabeth Antosh, AOA baby-sitting stewardess. Special United Press feature.

Arranged coverage of stranded steamship passengers.

Handled interview of Carlene Roberts with Gerry Hill, United Press.

Wrote and released story on England lifting visas for U.S. citizens.

Wrote and released statement on Nelson David response to Whitney Straight comments.

II. SPECIAL PROJECTS

Worked with crew filming European visit of Gene Kelly, Montgomery Clift and Betsy Blair. Arranged Eire and England sequences of Shannon and London.

At Prestwick prepared advance arrangements for the "Scottish Mercury" inaugural flight. Completed itinerary including local reception, and comprehensive tour of Scotland for U.S. press representatives on flight.

VIP service and picture coverage arranged for group of Newfoundland tourists in London.

Arranged news and photographic coverage of food parcel shipment from U.S. to Richmond, Surrey.

III. MISCELLANEOUS

Worked with U.K. Sales Manager on program for opening of new AOA ticket office, December 15.

Worked with London and Paris co. officials on opening of new office-Paris.

Cooperated with SHELL OIL on advertisement featuring AOA.

Contacted representative of EVERYBODY'S Magazine and arranged for story on inter-national airline service and stewardess training.

Worked with HARPERS Magazine, arranging for photographs of AOA Flagships for story.

Contacted VOGUE's photo studio and offered AOA props for use as background material in professional photographs.

Participated in UNITED CHARITIES FAIR, providing AOA overnight bags for prizes.

FRANKFURT

I. AIRPORT COVERAGE

Seventeen photographs serviced to U.S. including:

- Erich Bleich, Meteorologist, receiving AA Citation.
- Captain Lynn, completing 75th round-trip flight between Frankfurt and Berlin.
- Arrival of eleven members of the European Cooperative Administration.
- First strike-bound boat traveler to arrive in Frankfurt via Flagship.
- Arrival of youngest air traveler from Scotland.
- Also distributed photos to German press and to local correspondents of American press and wire services.
- Stock photographs serviced to German correspondents, and German aviation magazines.
- Photos of Frankfurt Industrial Fair made and serviced for local use and sales promotion.

II. NEWS RELEASES - FEATURE STORIES - ARTICLES

Fourteen news releases and feature stories written and serviced to U.S. and German press services, papers, and radio stations, including:

- "Increased Public Response to New Round-trip Fares"
- "Emigrant Travel to the U.S."
- "I Fly in the Air Lift"
- "Electro-medical Scientists leave for the U.S."
- "Erich Bleich Gets AA Citation"
- "Captain Lynn Completes 75th Round-trip through Frankfurt-Berlin Corridor"
- "European Cooperative Administration Representatives arrive from the U.S."
- "\$100,000-worth Platinum and Rhodium Shipment for German Industry arrives from U.S."
- "Six Years Overseas Air Cargo"
- "First Strike-bound Boat Traveler arrives at Frankfurt via AOA Flagship"
- "Berlin Lord Mayor Louise Schroeder flies back to blockaded German Capital"
- "Return of former German War Bride"
- "Bavarian Winter Playgrounds Re-opened"
- "The Transatlantic Stewardess"

III. SPECIAL PROJECTS

Wrote story on AOA captain flying the Berlin Air Lift. It will be published in a British magazine, accompanied by AOA Rhein-Main photographs.

Worked with Weekend Magazine on a six-page picture story plus cover featuring the private life of the American-born German secretary of AOA District Sales Manager.

FRANKFURT

SPECIAL PROJECTS CONT'D

Photograph of AOA Flagship made for Sears and Roebuck publication in Germany. Picture used a full-page. AOA featured as carrier which brought Sears and Roebuck's Christmas catalogues to Germany.

Handled return of seven leading German journalists from two-month study of U.S.

Assisted "Stars and Stripes" in gathering material for feature story on the U.S. Army's dependents shipments to the States via chartered Flagships.

Serviced correspondent of the Los Angeles Times, covering the Berlin Air Lift, data on AOA.

AOA background material and photographs were furnished to newly founded German aviation magazine, carrying AOA editorial in first issue.

Wrote and serviced stories on Airfreight; flying time from Frankfurt to U.S.; Air Travel Reaches New Peak during Summer; AOA-Frankfurt Winter Schedule.

IV. MISCELLANEOUS

Assisted in filming Frankfurt-Berlin Air Lift.

AMSTERDAM

I. PRESS RELATIONS

General AOA/AA releases rewritten and serviced to local press.

Releases and stories initiated at this station included:

Interview with President of U.S. Steel Corp. George W. Wolfe.

Record number of tourists visiting England in 1948.

Round-up on American Civil Aviation and projected plans for its future.

Interview with Director of Joint Import Export Agency, Theodore D. Palmer.

Picture story on coffee shipment by Baptist congregation in Boston to counterparts in Haarlem, Holland.

Feature story on AOA stewardess making 200th Transatlantic Crossing.

Prepared history of AOA with pictures for special issue of AMERICAN BUSINESSMENS CLUB magazine.

II. SPECIAL PROJECTS

Contacted research laboratory in Wageningen regarding shipment of "canned fresh flowers" to the U.S.

Provided HET VRIJE VOLK with round-up of current CAB regulations regarding weather conditions for flying.

Arranged AOA display in the Hirsch building in conjunction with local fashion show.

Contacted DE GEI-LLUSTREERDE, Dutch magazine, regarding AOA participation in Dutch "Gratitude Drive".

Coordinated with AA Philadelphia on shipment of needed drugs for sick child.

Worked with Bols Distillery on article to appear in GLOBE magazine.

STOCKHOLM

I. SPECIAL PROJECTS

Cooperated with the Stockholm Fishermen's Association on shipment of special Christmas gift to Ingrid Bergman.

Arranged shipment of special editions of the STOCKHOLM-TIDNINGEN to AA Philadelphia for Swedish-American festival.

Prepared pictorial story on AOA operations at Bromma airport for general distribution to Swedish press in U.S.

PARIS

Arranged shipment of 400 copies NEW YORK HERALD TRIBUNE (Paris edition) to New York for luncheon of New York Sales Executive Club.

Rendered VIP service to numerous U.S. correspondents covering U.N.

(AOA maintains full time public relations representatives at London and Frankfurt only. Part time pubrels are on duty at Stockholm and Paris. A photographer is stationed at Shannon.)