



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

100 PARK AVENUE • NEW YORK 17, NEW YORK

August 29, 1950

Mr. Amon Carter
President
Fort Worth Star Telegram
Fort Worth, Texas

Dear Amon:

I have your letter of August 21st regarding a general release piece we had on California as a vacation land. This was not a "puff" article. It was information for travel editors, and I do not know how it ever came to James Record's attention.

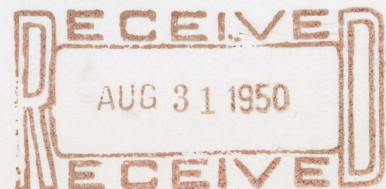
We have regular requests on information for travel areas, and we send out pieces on such places as Texas, California, Mexico, New England and so forth. We try not to send out any news which would come under the heading of advertising. However, opinions vary as to what is news and what is advertising. Having been a news executive for many years for the Associated Press, for Newsweek, and for the Chicago Sun, as you know, I have run into a lot of interpretations.

You have been extremely generous on the Fort Worth Star Telegram with any of our material from American Airlines that you considered news. We thank you very much. If we sometimes send you material that does not fit your news classification, you throw it right into the waste basket. And, we will do our best to keep our releases to spot news.

With all good wishes, I am

Sincerely yours,

Rex Smith
Vice President-Public Relations



August 21, 1950.

Mr. Rex Smith,
Vice-President in charge of Public Relations,
American Airlines, Inc.,
100 Park Avenue
New York City, N.Y.

Dear Rex:

The enclosed article is very exciting, still it does not come under what James R. Record considers live news. The Star-Telegram receives from eight leased wires and local news more than 300,000 words a day of which we can use only about 75,000 words, or 20%. As you well know it costs just as much for the "puff" articles of this kind as it does to carry an add 11 x 6 at \$6.30 an inch, the regular reader rate on a story of this kind, so-to-speak, which would be about \$100.00 and then would have to be marked as an advertisement.

I was delighted to see the final clearance on the American Overseas Airlines deal and, of course, to know the results of the July statement.

As for the above, while the Star-Telegram cannot carry a continuous stream of news which comes under the head of advertising, I think if you will recall we have been extremely liberal with space concerning American Airlines and everything with which C. R. has been identified. In other words, when there is justification we always try to take care of you.

With best wishes, I am

Sincerely,

AGC:kd