



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

100 PARK AVENUE • NEW YORK 17, NEW YORK

August 13th, 1951

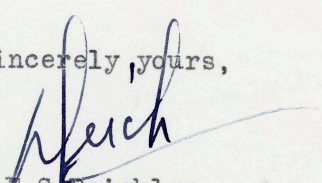
Dear Amon:

At the June meeting of the Board of Directors I had the opportunity to show one of our merchandising pieces which was a visual selling tool that shows American Airlines as America's Leading Airline. Several of the directors present asked if they could have a copy of this to use in their own selling efforts. So, we immediately prepared additional sets.

Your set will arrive under separate cover and I am sure you will get a real sense of satisfaction out of using it to tell American Airlines story to your friends and associates. In the Sales Department we have had great success with it in putting across certain salient points concerning the sale of transportation, both passenger and cargo, via America's Leading Airline.

Best personal regards,

Sincerely yours,


R.L.S. Deichler
Vice President - Sales

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

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