



AMERICAN AIRLINES SYSTEM

CABLE ADDRESS AMAIR

100 PARK AVENUE

NEW YORK 17, N. Y. • MURRAY HILL 3-9000

September 27th, 1951

Dear Amon:

Enclosed herewith we are sending you the latest insert for your America's Leading Airline book. This new package has to do with Mexico and represents one of the key spots which we sell, because regardless of where it is sold on American's domestic routes we always receive a good long haul. For the past eight years we have been very actively engaged in selling Mexico and have contributed a great deal to the economy of that country through tourism. We have a competent staff in Mexico to handle not only administrative problems, but also to keep close contacts and liaison with the hotels and tourist groups.

Our business to Mexico continues to increase as evidenced by the following figures:

Passengers deplaning in Mexico -

First eight months	1950	1951
	21,069	27,088
% increase		28.6%

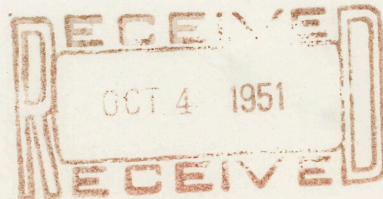
Inasmuch as you will be visiting Mexico next month I am sure this should prove not only timely, but interesting.

Sincerely yours,

R.E.S. Deichler
R.E.S. Deichler
Vice President - Sales

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

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VIA AIR MAIL