

The attached letter has been mailed to employees
of the company who work in Dallas or live in
Dallas County. It will be of interest to you.

American Airlines, Inc.



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

100 PARK AVENUE • NEW YORK 17, NEW YORK • MURRAY HILL 3-9000

October 29, 1953

To: The Employees of American Airlines, Dallas, Texas

You work in Dallas and represent American Airlines. There has apparently been some misunderstanding regarding American in Dallas, which, in my opinion, should not and would not exist if all the facts were known. Therefore, the purpose of this communication is to provide you with facts regarding our Dallas operations and policies.

American Airlines has never played "favorites" among the cities we are privileged to serve. We have no policies in Dallas which we are not willing to discuss in Fort Worth. We have no policies in Fort Worth which we are not willing to discuss in Dallas. Our policy is consistent and we adhere to it.

Dallas for a long time has been one of the most important cities on the system of American Airlines. The people of Dallas have used our service increasingly and their patronage has contributed to our success. We are grateful to them for this support, and we will continue to serve them well.

Many of you aided in planning and building the Southern Transcontinental Route, starting in the days when my office was at Love Field. This service was eventually to bring to Dallas a great frequency of air service and establish it as a major air gateway. Since then American has consistently promoted the route and increased the service. American pioneered most of the trunk air routes from Dallas, including routes now operated by other airlines.

American was first to bring Dallas the great modern air transports, the Douglas DC-3, the Douglas Sleeper, the first four-engine DC-4, then the Airfreighter and the current Douglas DC-6. The Douglas DC-7, probably the last piston engine transport before jet propulsion, is now being readied for service.

Unfortunately, there has been far too much rumor and hearsay, but, from long experience with the people of Dallas, I am convinced that they have a spirit of integrity and fair dealing. They will, in the long run, judge American Airlines on the basis of the record. I am entirely willing that we be judged on that basis.

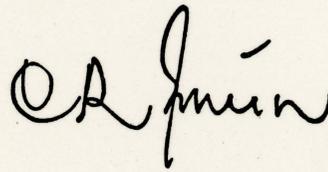
American Airlines provides Love Field with excellent service. The number of daily seats, excluding Fort Worth flights, exceeds 1600 outbound and 1600 inbound. Travelers boarding at Dallas use about 400 of these daily. About 600 seats are used by through or connecting non-local passengers. The remainder,

more than 600 each day at Love Field, go empty.

This means American gives Dallas abundant service. No major city in the country has better air service.

You can be proud of the service American gives Dallas. We operate a fine airline. No other company operates a better one. Business is growing in the area. There is no time for controversy. So continue to use your experience and ability in the development of Dallas aviation. Let that be the symbol of our service.

Sincerely yours,

A handwritten signature in black ink, appearing to read "C. R. Smith". The signature is written in a cursive style with a large, prominent "C" and "S".

C. R. Smith
President