

AMERICAN AIRLINES, INC.
New York

May 4, 1955

To: The Directors

You have received a letter from the Dallas Chamber of Commerce, about which you can form your own opinion.

This letter is irritating, of course, for the reason that so much of what it says is obviously untrue.

We provide an adequate service for Dallas, and any objective person would readily conclude that. No other city of the size of Dallas in the United States has so much or so excellent a transportation service.

I have answered the letter on behalf of the company in this way:

"Dear Mr. Crossman:

Your letter of April 27, Dallas Chamber of Commerce, says that you would welcome any comments. My only comment is that I am quite surprised that you would be willing to sign the letter."

The purpose of the letter is, obviously, to create some propoganda value, and possibly to create confusion and division. I see no need for any director to answer it.


C. R. Smith

c o p y

DALLAS CHAMBER OF COMMERCE

April 27, 1955

Mr. C. R. Smith, President
American Airlines, Inc.
New York, N. Y.

Dear Mr. Smith:

As a director of American Airlines, you are no doubt aware that the corporation's current policies at Dallas have created a great deal of resentment and illwill in the community. I wonder if you fully appreciate the sound reasons for our conviction that American's service is unresponsive to Dallas' needs?

The extent to which American's service at Dallas is not responsive to the needs of Dallas air travelers is set forth clearly in Section V of the Brief to the Examiner, submitted by the City of Dallas and the Dallas Chamber of Commerce in the Additional Southwest-Northeast Service Case. This section of the Brief also analyzes the special interests which have encumbered American's management thinking regarding service to Dallas. In reading the Brief, a copy of which is attached, I believe you will gain an accurate understanding of the community relations problems which American Airlines' current policies have created in Dallas.

American Airlines is a great carrier. Your Dallas-Washington-New York route, which is worth 99.5 million passenger miles and \$5,452,000 in passenger revenue per year, is one of your richest markets. It is deplorable that American has pursued policies which deny Dallas the quantity and quality of air transportation necessary to the community's survival and expansion.

We feel confident that the Examiner will recommend, and the Civil Aeronautics Board will authorize, effective competition for American in the Dallas Washington-New York market. Ultimately, you will have competition in your other Dallas markets, whose volume of traffic fully justifies service by two or more carriers. Of course, when you have competitors in the **rich** Dallas markets, American's ability to retain a fair share of the air traffic will depend upon your management's ability to do an about-face regarding the policies which have created so much resentment in this community.

In a sincerely friendly spirit, I commend the Dallas brief to your careful reading and consideration.

We will welcome any comments you may have.

Sincerely yours,

DALLAS CHAMBER OF COMMERCE

/s/ JEROME K. CROSSMAN

President.