

AMERICAN AIRLINES
100 East 42 St.
New York, N.Y.

April 3, 1950

TO: Regional Directors - Public Relations
Sales Managers
Managers of Operations

FROM: Vice President-Public Relations

The "Biggest Show on Earth" will again carry an American Airlines message around the country this year.

The Ringling Brothers and Barnum & Bailey Circus will feature a fantastic clown wedding. The bride and groom will get out of a Buick, along with the minister and a group of musicians. The wedding party will carry such collapsible props as a piano, bass fiddle and engage in an eccentric square dance. Then the honeymooners and the rest of the wedding party will fly off in an American Airlines Flagship for the Mexico honeymoon.

The act will be performed during each performance of the Ringling Brothers and Barnum & Bailey Combined Shows during 1950. The tour begins in New York April 5 and will end at the end of November. A full list of dates is not now available. Here are a few:

New York: April 5 - May 7
Boston: May 9 - 14
Baltimore: May 16 - 17
Washington: May 18 - 21
Philadelphia: May 22 - 27

The official circus program will display an American Airlines page telling the customers, "Don't miss it! Watch the clowns get their honeymoon off to a flying start to Mexico."

Watch the papers for the date the circus will show in your city. Our participation in it gives you a natural tie to an event that will get much newspaper space and air time, not to mention displays nearly everywhere. You may be able to effect a promotion in cooperation with your local Buick dealer, who has as much to gain from a joint project as you.



Rex Smith

cc: Board of Directors - AA
Officers - AA
Regional Operations Directors
Public Relations Representatives

