

**BUREAU OF ADVERTISING**  
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ROBERT L. MOORE  
Eastern Sales Manager

NEW YORK,  
July 18, 1952

Colonel Amon G. Carter  
Publisher, Star Telegram  
Fort Worth, Texas

Dear Colonel Carter:

First of all let me express our appreciation to you for setting up the get-together with Mr. Smith and Mr. Deichler, and secondly, let me thank you for sending along to me the tear sheets of the full-page ad from the Dallas News.

Incidentally, we feel that this is an excellent ad.

Mr. Smith certainly gave us a liberal education on the problems and thinking of American Airlines, and we are delighted to have the benefit of his thinking for our future work with the air-line industry.

Thank you again for setting up the meeting, and best wishes.

Yours very truly,

*Robert L. Moore*

Robert L. Moore

RLM: jm

