

June 6, 1946

Mr. James A. Elkins
Vinson, Elkins, Weeks & Francis
Attorneys-at-Law
Niels Esperson Building
Houston 2, Texas

Dear Judge Elkins:

You are already aware of the fact that briefs have been submitted before the Civil Aeronautics Board in the matter of Docket No. 337 et al in which our mutual interest is American's application to extend its service from Fort Worth-Dallas to Houston. Mr. Oliver has probably already provided you with a copy of our brief, and I am sure that you have received a copy of the brief of the City of Houston in this proceeding.

Notice has been received from the Civil Aeronautics Board that oral argument in this proceeding will be held beginning Monday, June 24, 1946, 10:00 A.M., Eastern Standard Time, in Room 5044 Commerce Building, Washington, D. C. The Board in its notice has limited the time allotments in this case to thirty minutes each for the presentation of arguments by applicants and to ten minutes each for interveners. This means that the City of Houston is allotted only ten minutes. The Board has explained that this is necessary because of the large number of parties involved which consists of 33 applicants, 7 interveners and public counsel. The order of presentation of direct arguments places American Airlines, first, Braniff Airways, Inc., second, and Chicago and Southern Air Lines, third. Mr. Oliver has probably already placed a copy of this notice in your hands so that the sequence of direct argument of other applicants is known to you.

I have been in touch with our general offices in New York concerning this case as to the strategy which we propose to use and believe that it can best be summed up as follows:

- (1) I understand that the City of Houston will be represented at the oral argument hearing by the City Attorney. We believe that your firm may be of very real assistance to the City Attorney in the preparation of his argument for the best utilization of the limited time available to him. This is probably the only thing that can be done prior to oral argument that will be directly beneficial in the presentation of this case. Our Mr. E. P. Oliver might be of some considerable help to your staff in this matter,

if you wish to call upon him, as he is thoroughly conversant with our services, our application, and what we propose to offer to Houston and to do for Houston. I have asked Mr. Oliver to give you any assistance possible in this matter and both he and I will keep Mr. Raymond Buck advised of our contacts with your firm.

(2) It is essential that we maintain good relationships with the press in Houston. We sincerely appreciate the past help which you have given us on this and solicit your continued assistance. We have had excellent support in the news columns and in the editorial columns and are anxious to keep this support active between now and the time of the oral argument and thereafter until a decision is rendered by the Board. I have asked Mr. Oliver to obtain your counsel on this matter and to work with you as closely as you may require.

(3) We believe that it is essential for us to obtain as much support as possible from the oil industry and the cotton industry, and we have already had indications that we will get that support. Mr. Lamar Fleming, Jr., of Anderson, Clayton & Company, wrote to Mr. C. R. Smith, Chairman of our Board of Directors, on May 10 indicating that his company had very important business interests in California and that it was important to them "to have the most convenient and expeditious facilities of travel between the Los Angeles office and our head office here". He also pointed out the community of interest which his firm had with China and Japan and urged that we not neglect the interest of the oil people in the matter of our application.

At the suggestion of our people in New York, I am going to contact Mr. George C. Gibbins, Vice President, Mid-Continent Gas and Oil Association in Dallas to discuss our application with him, and I will appreciate any action which you may see fit to take in securing support from oil or cotton interest or any suggestions as to action which you think we should take.

(4) For your information, Mr. C. R. Smith is in contact with Mr. Jesse Jones, and Mr. G. H. Mosier plans to see Mr. Will Clayton.

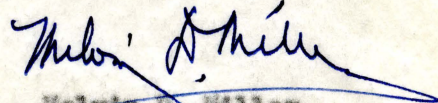
(5) Up to this time, our attention to civic organizations in Houston has been concentrated largely on the Chamber of Commerce and its Aviation Committee. It occurs to me that it might be very beneficial to us if such organizations as the Rotary Club and the Salesmanship Club, and perhaps others that you might know about, were to evidence their interest in this matter by the passage of resolutions. Some of the more influential members of these organizations might also wish to take an active personal interest. If you think this would be a wise and helpful step, perhaps it could be activated through the contacts of your firm. Mr. Oliver will be glad to assist on this matter if you wish to have him do so.

- (6) Mr. Oliver has called to my attention the fact that there is a great potential volume of travel from Houston to California on the part of buyers from department stores and both men's and women's ready-to-wear shops primarily in connection with sportswear. If your study of our original brief and exhibits indicates that this might be mentioned in oral argument without being considered new evidence, we believe that it would be worth adding.
- (7) The strategy suggested by our New York office is that between now and the time of oral argument we should do as much as possible to marshal additional support in Houston and to maintain interest there and that immediately after oral argument, we will be advised as to the next specific steps that should be taken prior to a decision by the Civil Aeronautics Board.

I have been keeping our Mr. Oliver advised of developments as they occurred and in some cases where that has been handled by telephone have asked him to convey the information on to your firm where I understand the matter is in the hands of Mr. Marvin Collie. I am asking Mr. Oliver to make himself available to you and would appreciate your considering him as our direct representative in this matter. Both he and I will keep Mr. Raymond Buck advised.

I have no definite plans for a trip to Houston right away but am ready to come down at any time on short notice should you deem it necessary.

Very truly yours,



Melvin D. Miller
Regional Vice President

MDM:SA

- cc: Mr. Raymond E. Buck
Commercial Standard Bldg.
Fort Worth 2, Texas
- cc: W. H. Eittrell
- cc: H. P. Oliver
- bcc: O. N. Mosier - New York
- C. R. Smith - New York
- Amon G. Carter - Fort Worth
- T. C. Drinkwater - Washington

