

Mar 25 FTW

A N Kemp

President American Air Lines Inc.

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Congratulations We are finally going to come right out in the open and publish American Air Lines map (in the annual statement) showing where the hell the line goes or comes. I am glad to see the Company is not going to continue hiding our light under a bushel. Even if we are losing most of our cases before the CAB in Washington. The Globe and tape measure on page two is a complete puzzle. You cannot read the name of any city on the globe outside of New York City. Thanks for the newspaper advertising break down. Will appreciate if you will give us further details by showing the amount of business originating out of each city represented on the list. Incidentally we were told newspaper advertising would be 25 percent of the total advertising appropriation. It has been cut down to about 22 percent while you have to depend on the newspapers for any support you receive in connections with your problems. Still I suppose it is useless to mention it. Frankly I don't think there is a corporation in America where the Directors know as little about how almost 5 percent of their total expenses are spent as we do in the American. It's almost like pulling eye teeth to find out anything about the details about advertising. Seriously I hope we have a change in this obsolete policy. The Directors are furnished details on all items of expense over one thousand dollars. Still we are asked to approve almost a million and one-half dollars for advertising without details. Personally I think our advertising and publicity department has lead in its pants and needs a thorough transfusion. It seems the American has lost more cases before the CAB than all the major air lines combined. What are we going to do about it besides hiring more vice presidents. Why not have one of them located in Washington. There seems to be quite a lot going on down there and very little of it to the benefit of the American. Let's not hold our ticket till after the show. This is not intended to be personal. I like the whole crowd but if we keep progressing at the same ratio the American will wind up in about third or fourth place. Let's wake up and do some fighting for our rights. Best regards.

Amon Carter