



AMERICAN AIRLINES INC.

CABLE ADDRESS AMAIR

BLACKSTONE HOTEL · FORT WORTH 2, TEXAS · Telephone 2-7218

For Reservations Phone 6-5466

April 24, 1946

Mr. Amon Carter
Fort Worth Star Telegram
Fort Worth, Texas

Dear Mr. Carter:

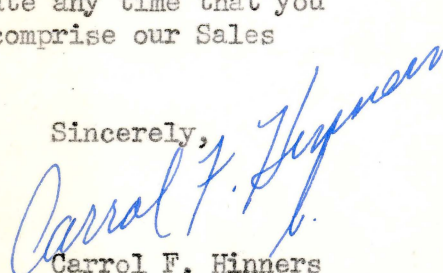
You will remember our conversation when Miss Mary Helen Jensen and I were visiting with you in Mr. North's office at the Star Telegram regarding our desire to have you speak to our people in our Sales Department.

We thought it would be nice if we asked all of the people in our Reservations Department answering the Fort Worth phones, as well as our Reservations Manager, the Manager of Reservations and Ticket Offices, our Air Cargo Supervisor, and the people from our Airport and City Ticket Offices in Fort Worth, to get together for dinner some evening and have the benefit of any remarks which you wish to make. As you, Miss Jensen and I discussed the other day, you could tell them the story regarding Fort Worth and your ideas of salesmanship and public relations which just do not exist on any printed paper, and neither are we able to inject some of these ideas into their thinking without your help. I also believe our people would appreciate having an opportunity to meet you personally, because, although they may have talked with you at the ticket counters or over the phones, few have had an opportunity to really know you.

Probably such a dinner could be arranged some evening at the Texas Hotel. After talking with Mrs. Deakins, she suggested that I contact you after your return from the directors' meeting, and, since I am not able to do so and am leaving town for a week, I thought perhaps I had better contact you by letter, so that we would be able to make arrangements for any date that you would be able to talk to us. Mrs. Deakins thought you might be available some evening during the week of May 5 through May 11, but we will make our plans to fit into any available date.

If you are unable to reach me because of my being out of town, please contact Bud Taylor or my secretary, Miss Bernice Bell, by phoning 2-9319. We would really appreciate any time that you can devote to helping the above people who comprise our Sales Department for Fort Worth.

Sincerely,



Carrol F. Hinners
Sales Manager

CFH:b

cc - Mr. W. N. Taylor - Fort Worth