



Meeting of Boards of Directors  
American Airlines, Inc.  
American Airlines de Mexico, S. A.

Mexico, D. F.

*from* **AMERICAN AIRLINES**

**FOR RELEASE** October 18, 1951

MEMO TO THE PRESS OF MEXICO:

The meeting of American Airlines' board of directors, with the board of directors of American Airlines de Mexico, here in Mexico, is an expression of our policy to acquaint those who control the company with all of its operations.

Our board, composed of important American industrialists, publishers, bankers and outstanding men of other affairs, meets periodically at vital points of our system. Thus, we are able to give them firsthand knowledge of the problems and services.

The agenda of this meeting will include all matters of interest to the entire system. We shall discuss the services we operate between Mexico and the United States. We shall take up the matter of continuing our promotion and publicity campaign designed to increase the travel between the two countries. We shall spend more than 2,500,000 pesos for this purpose during 1951.

We shall talk about equipment. It is a matter of record that we have always had the latest type of equipment in this service. We pioneered here ten years ago with DC-3's; then DC-4's in 1946. We brought the 300-mile-an-hour, pressurized DC-6's first to Mexico when they were produced in 1947. Now we have the larger and faster DC-6B for Mexican service.

- more -

The board will review our large Mexican investments in airports, radio aids to navigation and meteorological facilities. We made these investments years ago because we wanted to do business in your country, safely and successfully. We are glad we made them and are confident of the future, although a net return on the investment has not yet been developed. Business is improving and we have enjoyed most pleasant cooperation from the Mexican government.

When we came to this country, more than ten years ago, we stated the business policy of American Airlines. We have tried to follow that policy to the letter. It is:

(1) We are an international air carrier in Mexico. We do not want to become a domestic, internal carrier; that should be reserved for the companies of Mexican nationality.

(2) We will employ Mexican nationals not merely to conform with the law nor necessarily only to the extent of the law. We want to be known as a good corporate citizen in Mexico and we want as many Mexicans as possible to participate in this enterprise.

(3) We will provide Mexico with the most modern service possible. There will be no distinction between the standards of the service provided in Mexico by American Airlines and the services this company provides in the United States. We will continue to endeavor to reduce the cost of air transportation as far as possible within the international official regulations and the economics of business.

During the years we have experienced fairness of treatment from the Mexican government and people. We have faith in them. We are proud that we have been permitted to contribute to the development of modern air transportation between Mexico and the United States.

American Airlines of Mexico is living proof of our confidence. The personnel is 98 per cent Mexican. We have 360 employes in Mexico City, Tamuin, Ciudad Victoria, and Monterrey. There are only seven Americans.

Our program points towards increasing our services which will mean increasing our investment and personnel as business warrants.

C. R. Smith  
President, American Airlines  
President, American Airlines de Mexico