

To: All Holders of Visual Sales Aids

May 26, 1952

From: Director of Advertising

Subject: Revisions - "America's Leading Airline" Sales Aid Section

We are enclosing three revised pages to the "America's Leading Airline" section of the Sales Aid. Will you please replace these pages in your book - destroying the old pages.

On page two - "American Carries More Passengers Than Any Other Airline In The World" - we have made a change which I am sure you will agree is an improvement. We now show comparative statistics of the five major airlines in terms of passengers carried rather than in passenger miles flown as in the original issue of the Sales Aid page.

Probably the most noteworthy change is in the chart showing the position of the ten top carriers in terms of passenger revenue. Note that American has come from third place to second, preceded only by the Pennsylvania Railroad. The fact that we have passed the New York Central is a remarkable achievement and should be used tellingly in our presentations to the public.

Within two week's time, we are sending you a new section to the Sales Aid entitled, "The Signpost To Added Profits." This section deals exclusively with the advantages of shipping by air and American Airlines Airfreight.

encs.

James A. Dearborn

