

12 August 1952

R. E. S. Deichler - New York
Regional Vice President - Sales, Dallas
Dallas Ad "Dallas Has More Air Service"

This letter is to report on reactions to our recent full-page ad "Dallas Has More Air Service Than any Other City of its Population in the United States". As you know, that ad ran in both Dallas papers and we purchased 2,500 reprints for local use. 500 of those reprints were mailed to a selected list of key people in Dallas and 2,000 are in the process of being used at ticket counters, downtown and at the airport, and as handouts by Sales Representatives on their calls.

I have waited to comment on this until we could get some reaction from the reprint distribution.

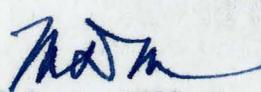
We had very little reaction from the ads in the newspapers. A check of reservations and the ticket offices and of our Sales Representatives and staff members indicate about 20 comments. Most expressed surprise that Dallas had so much air service and that American Airlines furnished so many schedules. The general reaction to the ad was favorable, as indicated by these comments, but about 25 percent of them were coupled with such questions as - "Are you planning to leave this service in Dallas or move it to Midway", "What is American Airlines up to now", and "What are you planning for continued service to Dallas".

We received five letters in response to our reprint mailing. Three of them were 100 percent favorable concerning the fine service being given to Dallas by American Airlines and the other two raised the question of the future. One of them said in part - "What we would like to know, however, is not with reference to the present service, but mainly to the future. All of us are wondering if we will have to make an 18 mile jaunt in the next few months or so, when we want to get on the airplane. No doubt this is a matter of burning insistence within your organization right now, but a lot of us folks are still wondering." The other one said in part - "At the bottom of the ad you stated 'American Airlines has provided Dallas with adequate, convenient, dependable air transportation service. It will continue to do that.' By the above, do you mean that you will continue to serve Dallas at Love Field? Or do you mean 19 miles away at Midway? Midway is not my idea of adequate, convenient service. Which is it -- Dallas's own Love Field or Midway? Like thousands of others, I'd like an answer."

I think the ad did a good sales job, but I expected more comment.

Attachment
MDM/ew

cc: C. R. Smith - LGAP
C. W. Jacob - LGAP


Melvin D. Miller

