

WORLD REPORT

30 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

THE ONLY WEEKLY NEWSMAGAZINE REPORTING, INTERPRETING AND FORECASTING THE NEWS OF WORLD AFFAIRS

EDWARD H. O'MARA
National Advertising Sales Manager

April 3, 1946

Dear Mr. Gunter:

Re: Knock-outs are scored with short punches directed "on the button." *

In today's Saturday Evening Post, April 6th edition, Pete Willis of American Overseas Airlines is running a double color spread on his overseas operation.

It is a good advertisement -- will get a good, general readership -- and will do the industry and American Overseas Airlines good. We hear this is the first of fifty-two insertions in this one publication.

Note, however, his "hook" in the copy, "Air travel on behalf of governments and for business purposes. . . . now being utilized by people on both sides of the Atlantic, etc."

WORLD REPORT editorially performs a unique service to the world policy-makers in business and government . . . assembles a streamlined audience of the people who need more specific and useful information of world affairs.

WORLD REPORT offers PAN AMERICAN WORLD AIRWAYS the direct route to the men who need to fly on business and governmental missions . . . the men who must save time, have the fare, can obtain the passports and are not afraid to fly.

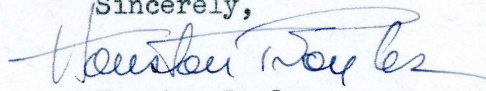
WORLD REPORT offers a more streamlined, less costly, advertising buy for the development of passenger and freight overseas.

Knock-outs are scored with short punches directed straight "on the button."

Your competitive advantage of a secure back cover position in WORLD REPORT is directed "on the button."

In the coming rough and tumble struggle for supremacy of the world airway pay-loads, WORLD REPORT should spearhead your media list. WORLD REPORT offers the knock-out blow.

Sincerely,


Houston Boyles

* - According to industry sources, the potential is less than 300,000 overseas airline passenger fares.

Post 30,000 + 52
Feb 8, 39, 744 + 52
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