

AMERICAN AIRLINES, INC.

BULLETIN FROM Director of Advertising DEPARTMENT DATE January 21, 1946

TO: Department Heads
Managers of Operations
Traffic Managers

SUBJECT: Magazine page advertisement, "Anytime is a good time to visit MEXICO!"*

Recently we were given a preview of an important, nationwide aviation survey -- made by personal calls upon more than 8,000 individuals in many walks of life and in income brackets down to \$1500 a year. This survey will soon be printed and made public.

Without prematurely revealing any of the factual findings, the thing that strikes us forcibly is that this survey indicates that Americans consider the airplane primarily as a war weapon. An overwhelming majority of the people interviewed said that they would be willing, after the war, to pay more taxes than they did before the war in order to assure adequate air power for the security of our nation.

It is generally recognized that the experience and "know-how" of our airlines and aircraft manufacturers played a leading, if not the decisive role in winning World War II. The future imposes an even greater requirement upon our aviation industry to continue research, to utilize the lessons learned during the war and to improve the kind and quantity of transports. We believe the most effective way to achieve these goals is by causing our nation to become airfaring -- by getting millions and millions of new riders to utilize what air transportation alone makes possible.

One of the things it makes possible is to have a vacation trip farther from home than most people formerly thought they could afford...to bring home this fact is one purpose of the attached magazine advertisement.

P. P. Willis

*Attached advertisement
to appear in:

List # 1	Bulletin # 987
" " 2	" " 710
" " 10	" " 167
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Collier's -- 2/23; Fortune -- February;
Newsweek -- 2/11; New Yorker -- 2/2;
Saturday Evening Post -- 2/9; Life --
2/25; Town & Country -- February;
Time -- 2/18; Esquire -- March;
Liberty -- 3/2.

