



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

100 EAST 42nd STREET • NEW YORK 17, N. Y. • MURRAY HILL 3-9000

January 20, 1950

Mr. Amon G. Carter
Fort Worth Star Telegram
Fort Worth, Texas

Dear Mr. Carter:

It is needless to say how much I enjoyed your very interesting talk last night on the development of American Airlines. It is too rare that we have the opportunity to learn much of the background of this great Company of ours, and I know I speak for all who were present when I say it was well worth while.

I also enjoyed the chat with you concerning advertising, and I think you will find the program which we present for the coming year will give much more impetus to the newspaper media.

As I told you at dinner, I wrote you a letter yesterday telling of airfreight, Express and parcel post and mentioned Dallas in the letter more or less as a joke. After talking with you and hearing so much about Fort Worth, I think I may have carried the joke a little too far. I want you to know that no offense to Fort Worth was intended. In fact, my Army days and many other pleasant experiences have been in Fort Worth, and I have the same feeling for the grand town that you have.

With all best wishes and again thanks for your grand portrayal of the history of our Company, I am

Very sincerely,

E. E. S. Deichler
Vice President - Sales

