

DICKIE-RAYMOND
INCORPORATED
Merchandising and Sales Promotion Counsel
Direct Advertising
BOSTON + NEW YORK

80 BROAD STREET, BOSTON
Hancock 3360

October 27, 1938

AIR MAIL

Mr. Amon G. Carter
Fort Worth STAR TELEGRAM
Fort Worth, Texas

Dear Mr. Carter:

Mr. C. R. Smith, president of American Airlines, has asked that we provide you with 125 copies of "The American Way" book which we recently prepared for your company.

We will see that 125 copies of this book are forwarded to you by Railway Express, prepaid, and hope that you and your friends receive as much pleasure in reading it as we did in working with your company in its preparation.

Cordially yours,

DICKIE - RAYMOND

Leonard J. Raymond
President

Leonard J. Raymond
EBB

P.S. Because of our work with American Airways through 1932 I am personally mighty glad to be associated with your company again after a recess of five years and remember the pleasant contacts which I used to have with Mr. Smith and Mr. Evans in Fort Worth, and in particular, a wonderful barbecue at your ranch.

