



AMERICAN AIRLINES

CABLE ADDRESS AMAIR

100 PARK AVENUE • NEW YORK 17, NEW YORK

November 7, 1951

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

Dear Amon:

Here is a report from Charlie Speers which deals with the subject called to my attention recently.

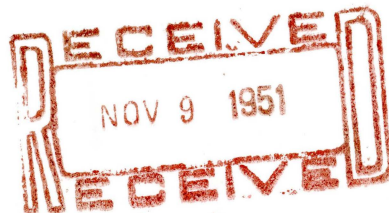
Rest assured that I will follow this matter and hope that we will not have the incident repeated.

The baggage tag situation is more embarrassing and it will be worked out in short order.

Sincerely,

O. M. Mosier

OMM-tr
Encl.



TO O. M. Mosier ATTENTION
FROM Assistant Vice President - General Sales Manager REFERENCE
SUBJECT Quoting Fort Worth-Dallas

RECEIVED

Office of
O. M. Mosier

Last week you related to me the misinformation Mr. Amon Carter received in obtaining space to Fort Worth. We have looked into this problem with the following results.

Check calls were made to the reservations offices in Chicago, Boston and New York to ascertain how Fort Worth space was quoted. The request for space to Fort Worth was made in various ways such as, "I would like a seat on your Flight 23 to Fort Worth", "What time does Flight 23 arrive at Fort Worth", "What flights do you have to Fort Worth", etc.

In all instances Fort Worth schedules were quoted correctly including arrival times. In almost all instances Flight 23 was quoted as the best service.

From this we can only assume that Mr. Carter talked with a new agent who quoted Dallas instead of Fort Worth in error. This, however, does not excuse the incident.

We are advising the Eastern Region of this incident and requesting them to check their training with regard to handling Fort Worth-Dallas space. Dallas and Fort Worth air information pages are filed behind a single DAL/FTW divider in both Boston and New York. This is a carry over from the time when we could have all schedules at these two stations on one page. We are going to issue new dividers at these stations identifying each destination separately.

The above action should further minimize the number of errors that will occur in handling Fort Worth-Dallas space.

C. R. Speers

crs/ts