

AMERICAN AIRLINES, INC.

BULLETIN FROM Traffic DEPARTMENT DATE May 19, 1945

TO: Department Heads
 Regional Vice Presidents
 Managers of Operation
 Traffic Manager

FROM: Sales Promotion and Advertising Manager

SUBJECT: DETROIT "WELCOME" AD

Following the same plan used when other airlines announced service in New England, we are, next week, welcoming the three lines which will soon inaugurate service in the Detroit area.

As pointed out in our advertisement, we welcome the competition represented by the Chicago and Southern and Northwest Airline services which will commence June first, and the United Airlines service scheduled for opening about a month later - and we look forward to maintaining our leadership as Detroit continues to grow in importance as an air center.

This advertisement will appear in the June issue of Aviation & Yachting and the May 28th edition of the Detroitor.

It will also appear in the following Detroit newspapers May 22nd, 23rd or 24th:

Free Press
 News
 Times

Charles A. Stevens, Jr.

List No. 1;	Bulletin No.	779
2	"	486
8	"	545
10	"	23
11	"	40