

October 18, 1952

Mr. C. R. Smith, President
American Airlines, Inc.
100 Park Avenue
New York 17, N. Y.

Dear Sir:

Allow me to refer you to page 86 of the Reader's Digest of November 1952. The writer of the article lays a gripe before the American public as to some things you lack in the handling of your passenger service. Perhaps he has something; I do not know as I have never made a trip on an airliner.

But I do have a complaint to register as to your almost total lack of facilities to take care of your freight business until you get it off the ground. We hope that you are able to take care of it in the air.

On Tuesday of last week I was out at your Love Field, Dallas airport talking to one of your employees. Some three years ago I was told that the reason you did not build a freight warehouse at Love Field was because you were building a GREATER AIRPORT at Dal-worth and that you would have facilities there to take care of the business.

Now at Love Field you have a platform about 30 by 40 feet with the east end open, and down under the building you have about the same amount of space. This is all that you have to take care of the freight for a city of some 600,000 people. This is just about the same freight space that the town of Whitney, Texas has. It would seem that you are not anxious for or do not want any freight business, yet some two months or more ago, two of your solicitors came down here to see me and earnestly plead for my business.

Your employee at Love Field told me that you do not have any more space at the new airport at Dal-worth than you have at Love Field. Then where and what are you going to do about it?

The Mistletoe business is a seasonal one, and the main part of it moves from Dec 6th to 16th, just in time to meet that last minute Christmas rush. Some days we will fill a large van truck and when such a truck backs up to that pitifully small wharf at Dallas, there would not be room enough to unload this one truck and sort out the various shipments if the wharf was empty, which it wout be at that time.

C. R. Smith
American Airlines
New York, N. Y.

The only thing left for your over worked employees to do is to unload part of it on trucks and pile the balance of it out on the ground where it will be in the sunshine and rain. This happened in 1951 and it will happen again this year. In 1951 you rented some of those large van truck trailers and stored the Mistletoe in them for from two to three days at a time. Now the weather during this time was around 95 degrees and shut up in this trailer the Mistletoe cooked and was a total loss on arrival at the destination. If it is left out in the sun the results are the same - a total loss. One hour in the sun is worse than two weeks stored in the shade.

I referred to your over worked employees because I have never seen a transportation company that had enough help during the Christmas rush season.

Last year we tried Slick Airways service and the results were the same, only worse.

This year we are going to ship about 80,000# via your lines, and we do hope that you will have the lift and the help to take care of it when it reaches Dallas.

You have heard the old saying, "An ounce of prevention is worth a pound of cure". This certainly applies to Mistletoe as it is perishable to the Nth degree.

Yours truly,

RWE/ms

R. W. Elliott

CC- Dall D. Deweese - Dallas
Amon G. Carter - Fort Worth

