

AMERICAN AIRLINES, INC.

BULLETIN FROM Traffic DEPARTMENT DATE 2-9-45

TO: Department Heads
Station Managers
Traffic Managers

SUBJECT: Magazine page advertisement, "To G.I. Joe, They Too Are Veterans"*

Representatives from 52 nations met recently in Chicago to work toward creating a formula for the future of all nations...to study how the human race is to live upon earth BENEATH airplanes.

Of the entire U. S. population, perhaps the twelve million or more who are now away from the United States have the greatest realization of the importance of world air transportation. They are the soldiers, sailors, marines, Wacs, Waves, etc., who have experienced it. They have seen how long its reach is and how mighty its punch. They have looked skyward from desert sands, arctic tundras, tropic swamps, from hidden valleys and from ocean swells, and learned the obvious.. that air is everywhere!

When they come home they will have left many different lands and crossed many different waters, but they will still be in the same, indivisible air. They will impress that important, elementary fact upon their relatives, friends and business associates.

"Yes, the veterans want to return to you, but not to yesterday. Their eyes are upon tomorrow..." They want the United States to be the leading airfaring nation.

What the veterans want also will carry weight in every other phase of our national life!

American Airlines' plans for veterans are ready, and we look forward eagerly to the time when we can welcome back the veterans...not only those formerly with American, but many others too, whose war-time Army and Navy air transport experience will be needed to meet our peacetime expansion requirements.

In the meantime, American's duty is to continue to serve the "home front veterans" to the utmost of our ability and with a rising standard of efficiency and courtesy.

Charles A. Rheinstrom

* Attached advertisement to appear in: Collier's - 3/24; Life - 3/12; New Yorker - 2/3; Fortune - March; Town and Country - February; Esquire - April; Newsweek - 3/12; Time - 3/26.

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	2	"	391
	8	"	445

LIFE	March 12, 1945	FORTUNE	March 1945
COLLIERS	March 24, 1945	NEW YORKER	February 3, 1945
NEWSWEEK	March 12, 1945	AMERICAN PRESS	March 1945
TIME	March 26, 1945	EDITOR AND PUBLISHER	March 3, 1945
TOWN AND COUNTRY	February 1945	AMERICAN AVIATION	February 1, 1945
ESQUIRE	April 1945	PUBLISHER'S AUXILIARY	March 17, 1945
AMERICAN AVIATION TRAFFIC GUIDE		February 1945	



To G. I. Joe They Too Are Veterans

They are veterans of work and of prayerful waiting at the altars of their faith.

G.I. Joe will be glad to see the Statue of Liberty and the scenes of his native state.

But above all, home to him means his own people—his parents; his wife and children, or his sweetheart. All that affects him affects his family, inseparately.

Fighting around the world, the members of our

armed forces have done more for us than we at home could do for them.

They will return, not to collect their dues, but to continue their duty, ambitious to help build an even better United States.

Their training, their experience and their contact with other nationalities have widened their perspective. They have found a different world in the making. They have learned how universal air

brings people vastly closer together.

Ours is the opportunity to make sure that our returning veterans may make their most effective contributions to our nation's growth and security. Together we must utilize the war-spurred development of global air transportation.

Yes, the veterans want to return to *you*, but not to *yesterday*. Their eyes are upon tomorrow—which will be as wonderful as we make it!

AMERICAN AIRLINES *Inc.*

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS