

AMERICAN AIRLINES, INC.

BULLETIN FROM Traffic DEPARTMENT DATE January 29, 1945

TO: Department Heads
Traffic Managers
Station Managers

SUBJECT: Air Age Education Research Advertisement

Air Age Education Research, sponsored and financed by American Airlines, "seeks to promote appreciation of sociological and economic aspects of global air transportation through education".

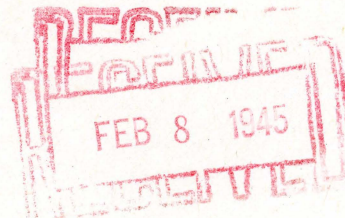
The above is quoted from a four page article in the first issue of our Flagship World.

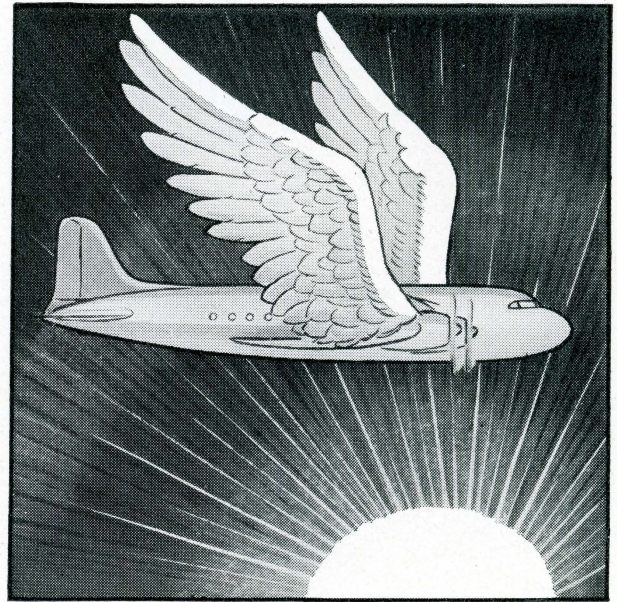
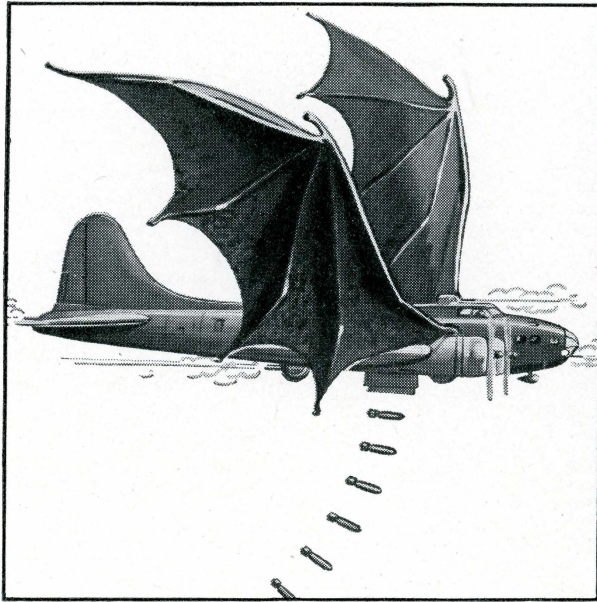
Before the millions of students can be taught, however, their teachers and school administrators must be "sold". That is why American has been publishing, in scholastic publications, a specialized series of advertisements. The attached is the most recent one in this series.

The response, from grade school pupils to college presidents, has far exceeded our most optimistic expectations. A rapidly increasing number of the leading educators are cooperating with this new American Airlines activity. While aimed at the millions of youths, this program must function through enlightened adults. Any questions?

Charles A. Rheinstrom

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*A*N AIRPLANE has no morals. It cannot distinguish between good and evil. Its role in world society and its future contributions to our civilization depend entirely upon how it is used by man.

The dominance of the airplane in World War II is proved. It has achieved deadly effectiveness, within a vastly expanded radius. Competent observers have predicted that, if another air war is waged, the resultant havoc may bring the collapse of our civilization.

To whatever extent this is possible, it is corollarily true that the airplane offers equal possibilities for peace. It is capable of as much good as it is of evil. Airplanes can travel as far and as fast to meet the spiritual, social, political and economic needs of all people, everywhere, as they now travel to

Right

mete out death and destruction in global war.

Will men learn to *think* in terms of *air* for the good of humanity? Are we capable of devising and applying methods to utilize air transportation for peaceful pursuits, with the same vigor and determination with which we have speeded the development of global aviation in war?

There is a group of people advantageously situated to instill the new attitude of mind necessary for the Air Age—teachers and school administrators. Their responsibility in this matter is equaled only by their opportunity.

We invite your participation in this crucial time of growing need for enlightenment. A free copy of "Air Age Education News" is available upon request.

Air-Age Education Research

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