

CONVAIR

Consolidated Vultee Aircraft Corporation - San Diego 12 California



Address Reply To
Commercial Sales Dept.

12 September 1952

Mr. Amon G. Carter, Publisher
American Airlines, Incorporated
c/o Fort Worth Star-Telegram
Fort Worth, Texas

Dear Mr. Carter:

Recognizing the problem of passenger fare structures in planning for new equipment, we at Convair have developed the "Convertible" 340. We believe this new Convertible offers a solution by which you can place yourself in a sound position to go along with the fare trend--wherever it may lead--rather than to try to outguess the trend in advance.

The Convertible can carry from 44 to 56 passengers maximum, at the option of the operator. Yet, even at maximum capacity, service is high in quality and comfort, with four-abreast seating.

Here's what one major airline executive said about the Convertible:

"In the future all airplanes should certainly have this feature. If we had had this possibility on our airplanes, it would have saved us as much as \$200,000 on each plane through elimination of direct costs alone, without considering the revenue loss from the airplanes being out of service during modification."

From the enclosed folder, I believe you will be interested in discovering the various possibilities the Convertible offers for tailoring the seating to the traffic on any given route. Performance data in the folder is necessarily general; I hope you will feel free to call upon me for more specific data, based on your own routes, schedules and services.

Sincerely yours,

Mark R. Miller

Assistant to Vice President

Enclosure

