

January 4, 1950

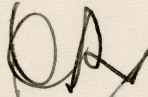
Dear Amon:

You spoke about advertising when I was in Fort Worth. I would be glad to have your views and I hope that time will be available during your visit in connection with the January meeting.

Generally, the total amount of the appropriation for 1950 should, in my opinion, be not much greater, if any, than the amount expended in 1949. Newspaper space will have a greater proportion in 1950 than in 1949; which is in line with your general recommendation, and also the recommendation of our Regional Sales Managers. There will be a consequent reduction in the total amount expended in magazines. That is possible, among other reasons, because we had a highly effective magazine campaign during 1949 and some of the benefits will carry forward.

There may be differences of opinion about division of money between magazines and newspapers but there can be no difference of opinion about the substantial improvement in our advertising effort. We had a highly beneficial campaign in 1949 for about \$500,000 less than we spent in 1948. We had, I am sure, the most effective campaign in the domestic air transport industry; no other reasonably compared with ours. We are doing more effective advertising for less money, which is a good test.

Sincerely yours,



Mr. Amon G. Carter,  
Fort Worth Star Telegram,  
Fort Worth, Texas.

