

WILLIAM ESTY COMPANY

ADVERTISING

100 EAST 42ND STREET
NEW YORK, N. Y. 10017
697-1400

July 7, 1977



Mr. Albert V. Casey
Chairman of the Board
& President
American Airlines, Inc.
633 Third Avenue
New York, New York 10017

Dear Mr. Casey:

Our recent acquisition of the Datsun advertising account will require extensive additional air travel throughout the country, particularly between New York and Los Angeles for which we'll be averaging twelve round trips per week.

We would appreciate your Company forwarding the following information regarding your policies and procedures regarding smoking sections.

... On 747, DC 10, L1011, 707 aircraft what is the allocation of seats to smokers by number and row position in First Class and Economy Class.

We are seriously concerned about the airlines' increasingly arbitrary and irrational restriction of smoking privileges. Just last Friday, I was denied a First Class smoking seat from Los Angeles to New York because "the section was full".

I look forward to a prompt reply as evidence that American values the business and rights of its customers who smoke.

Sincerely,

Paul R. Dooling

PRD/z

bcc: Mr. W. D. Hobbs, RJR Tobacco Company
Mr. C. A. Tucker, " " "
Mr. L. M. Wassong

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