

**James V. D'Arc**

**753 Sunshine Court**

**Orem, Utah 84097**

**email: [james\\_darc@byu.edu](mailto:james_darc@byu.edu)**

**Cell: 801.310.7047**

August 22, 2011

Dear Dave,

I look forward to today's flight in Flagship Detroit here in Heber Valley, Utah. This letter is to follow-up on our conversation earlier this morning about the fascinating book, *Your Future is in the Air* by P.P. Willis (Prentice Hall, 1940). It is a lengthy study of how American Airlines made American air travel conscious.

In the book is described a very elaborate series of sales meetings during 1938 that trained American's employees how to approach the public about the safety and speed of air travel in Flagships. The motion pictures produced by American featuring DC-3 Flagships, mentioned in the book, are as follows:

"Flagships of the Air." This appears to be the main motion picture shown at these sales meetings in various regions. I have photocopied pages from *Your Future is in the Air* that illustrate the production of this motion picture. One of the images shows the Flagship Arizona at the Grand Central Air Terminal in Glendale, California.

"Selling America" is the other motion picture specified in a sample program that was shown company employees and business organizations.

I would appreciate your checking to see if these films exist. What a great resource to be made available on DVD to Foundation members as well as to the general public.

Thank you for helping to bring a great piece of history to Utah for us to enjoy.

A handwritten signature in black ink that reads "James V. D'Arc". The signature is written in a cursive style with a long, sweeping underline that extends to the right.