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, American Airlines ' attempt to lead industry prices higher was reported in the same issue as your survey showing that consumers had the least confidence in the airline industry (Sept. 20).

named:x-c name Even if Mr. Crandall is correct , he of all people must realize our society relies on competition to keep prices at a competitive level x:e-u x:e-h-h n:x named:x-c _ a:e-p _ pron:x p:e-x-i q:i-h-h n_of:x-i v_modal:e-h v:e-i-h-i q:i-h-h n_of:x-i v_modal:e-h v_modal:e-h v:e-i-h-i q:i-h-h n_of:x-i v_modal:e-h v:e-i-h-i q:i-h-h n_of:x-i v_modal:e-h v:e-i-h-i q:i-h-h n_of:x-i v_modal:e-h v_modal:e-h v:e-i-h-i q:i-h-h n_of:x-i v_modal:e-h v:e-i-h-i q:i-h-i q:i-In 1986 , he settled an antitrust suit based on a taped telephone conversation of him proposing to Braniff 's president that they both raise fares 20 % p:e-u-i yofc:x-c _ pron:x v:e-i-p-h p:e-u-i q:i-h-h a:e-u n_of:x-i v:e-i-p-h p:e-u-i q:i-h-h v:e-i-p n:x n:x p:e-x-i pron:x v_to:e-i-h-i _ named:x-c _ n_of:x-i _ pron:x _ v_cause:e-i-p n:x card:i-i-c n_of:x-i _ pron:x _ v_cause:e-i-p n:x card:i-i-c n_of:x-i _ pron:x _ v_cause:e-i-p n:x card:i-i-c n_of:x-i _ pron:x _ v_cause:e-i-p n:x _ card:i-i-c n_of:x-i _ pron (Braniff declined) . named:x-c v:e-i-p _ _ When I asked American Airlines for its side of the story for use in my MBA class , where I teach business ethics , it did not respond x:e-h-h pron:x v_for:e-i-p-i named:x-c nam _____and_c Perhaps the ethics of an industry 's leader filters down and is one of the factors that ultimately shapes consumer trust in that industry . a:e-h q:i-h-h n:x p:e-x-i Arnold Celnicker Assistant Professor Ohio State University named:x-c named:x-c named:x-c named:x-c

