

March 28, 1942.

Mr. J. H. Hall, Genl. Mgr.,  
Swift & Company,  
Stock Yards Station,  
Fort Worth, Texas.

Dear Mr. Hall:

Your letter of March 26th received, regarding our special issue in connection with the opening of the Consolidated Aircraft Corporation's bomber plant, in which you asked to be excused this time.

Naturally, you are the doctor and there is nothing we can do about it. However, we feel this is a very important occasion and the fact that this plant is in Fort Worth should be of tremendous benefit to Swift & Company. And, even though the Chicago office does not share any of the express, don't you really think, taking everything into consideration, that we would be entitled to a page? The Star-Telegram spends each year more money in promoting and exploiting the Southwestern Exposition & Fat Stock Show, which in reality the packers are the greater beneficiaries.

Enclosed, find copy of an ad you carried with us in our Texas & Pacific special edition November 1, 1931 which I think is the last advertisement I have solicited from your Company. If you will come along with us this time, I will swear off for the future and really let you run your own business without any presumptions on my part. Seriously, we are very anxious to make this one of the best editions we have ever issued and I hope you can go along with us.

Sincerely,

ACC.KD

P r e s i d e n t .