

October 12, 1934.

Mr. W. L. Warden, Editor,  
London Daily Mail,  
London, England.

Dear Mr. Warden:

Recently, I made the South American trip on the Pan American Airways "Brazilian Clipper" from Miami, Florida, down the East Coast to Buenos Aires and the Clipper returned from there to Miami. I flew across the Andes to Santiago, Chile, and back up the West Coast through Peru, Ecuador, Colombia and to Panama; then, through Costa Rica, Nicaragua, Honduras, San Salvador, Guatemala, Mexico City and back to Fort Worth, covering a total of approximately 17,000 miles, passing through eighteen foreign countries. It was a delightful trip. I am sending you a clipping from the Southwestern Aviation Magazine carrying a description of the trip.

Lady Tate, a member of your House of Parliament, with her husband, recently passed through Fort Worth, enroute to the Pacific Coast by airplane and we had a delightful visit. I told her all about your trip, together with Lord Rothermore, to Fort Worth in 1928. She is certainly one of the brightest, keenest women I have had the good pleasure to meet for a long time.

Sooner or later, a ship similar to the "Brazilian Clipper" or larger, will probably make the Trans-Atlantic trip from America to England and I have my reservation booked to make the first trip. These ships when finally developed and perfected should make the trip in about thirty-five hours. This will bring the two countries much closer together and give us a chance to visit you more often.

I still look back with pleasure and interest to your trip made with Lord Rothermore and his associates. We enjoyed your visit and I have on my desk now the beautiful silver cup which Lord Rothermore sent me with all of your names inscribed thereon.

Business conditions have shown a substantial improvement over the previous year. For the first nine months we have carried over 7,000,000 lines of advertising as against 5,800,000 lines in 1933, showing a gain of almost 1,200,000 lines or better than 20%. By classification it would show a gain of 27% in local advertising and 9% in national, 17% in classified or a total of 20%. One of the distressing features is a tremendous increase in circulation on which we have not felt it advisable to make any effort for an increase in advertising rates. Our circulation has increased in a period of fifteen months from 133,000 to over 150,000 daily. I am sending you, under separate cover, a copy of our today's issue.

One of these days no doubt the Prince of Wales will visit America. I had the pleasure of meeting him in London in 1924 at a Garden Party at the Buckingham Palace, as well as presenting him with a 5X Beaver Stetson hat, similar to the hats I presented to Lord Rothermore and your crowd during your visit here. If the Prince should come to America, while I realize it is an ambitious program, we would naturally be delighted to have him visit Texas. We could give him a real treat at Shady Oak Farm. Will Rogers and many of his friends in America would be delighted to join us in extending a genuine welcome and make him feel absolutely at home. The crowd could be limited or expanded to suit his own wishes in the matter. I would appreciate very much having you convey this thought to both Lord Rothermore and Ward Price. It may be far fetched and impossible, but at the same time I am anxious to have the matter before you for your consideration and cooperation.

With best wishes to Lord Rothermore, Ward Price, yourself and all of the others whom I had the pleasure of meeting during your visit to Fort Worth, I remain

Sincerely,