

Please about this to focus

English copy

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I would like to say briefly that the A.S.T.A. Convention was a great success but probably from a British point of view more outstanding results can be expected from the recent visit of a group of British Travel Agents, equally this can be said about the second group due to arrive there early in November.

You may be interested to know that, in my own opinion, the most outstanding speech during the whole Convention in Cannes was that of your own Governor Bryant. To me he very ably put across certain outstanding points, which I am verifying everywhere I can. These are that Florida not only has perpetual sunshine but that the warmth of its people is equal to the warmth of the sun; also Florida is wonderful value for money and not nearly as expensive as we are led to believe in this part of the world. Governor Bryant did an excellent selling job and I only wish that more European Travel Agents had been present to hear his fine discussion of the many advantages of the 'Sunshine State'.

Perhaps you will excuse my being so brief as you can imagine the state of my office after so many days away in the past month.

With best personal wishes to you and your wife and looking forward to being of assistance to you any time.

Yours "