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NEW STAND—NEW EQUIPMENT— but the same management and effi-clent service, Martyn & Ingram, gar-age, York street, WEST END GARAGE—WILSON AND Blackfriars. Guaranteed repair work on all makes of cars. Oils, gas, etc. A call solicited.

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Dated at London this 12th day of January, A. D. 1922.

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I AM EXPECTING AN THERE NOW = DOESN'T THAT SAY, WHO IS THIS SOUND LIKE A STAR BOARDE ARRIVAL TOMORROW NIGHT ROYAL PERSONAGE BUSTER, AND I WONDER COMING ?= GIVING HIM TH' COMIN' THAT'S SO SNAPPY ! IF YOU'D OBJECT TO BEST SNORE CHAMBER I HAVE TO SWAP STALLSH CHANGING YOUR ROOM? IN TH' STABLE ! = I WOULDN'T FOR 'EM? GOSH, WHEN H I CAN LET YOU HAVE STAND FOR THAT != EVEN IF I WAS IN TH' NAVY THEY THE ROOM IN THE BACK IT WAS BABE RUTH COMING DIDN'T MOVE ME TO I WOULDN'T BAT AN EYEA NEXT TO MR. HOYT= ANOTHER BOAT JUST YKNOW IT'S NICE BECAUSE TH' ADMIRAL AND HOMEY! WAS COMIN' ON BOARD!

Wood, Gundy & Company

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TO. THE MYSTERIQUS GUEST -

J.H.Gundy W.N.Mellwraith

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Government, Municipal and Corporation Bonds 36 King Street West

Toronto

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Movember 2nd, 1921.

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Daily newspaper advertising has played an important part in our general business.

In an experience extending over more than sixteen years we have found that such advertising accomplishes a threefold purpose:

> It brings directly traceable results from investors, thereby increasing our business.

It favourably introduces our name and serves as an introductory support to our sa leamen.

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Our newspaper advertising appropriation has each year increased with the growth of our business.

Yours very truly,

ADC: MR

The Victory Loan campaigns taught many financial houses the value of Daily Newspaper advertising, but Messrs. Wood, Gundy & Company, from the

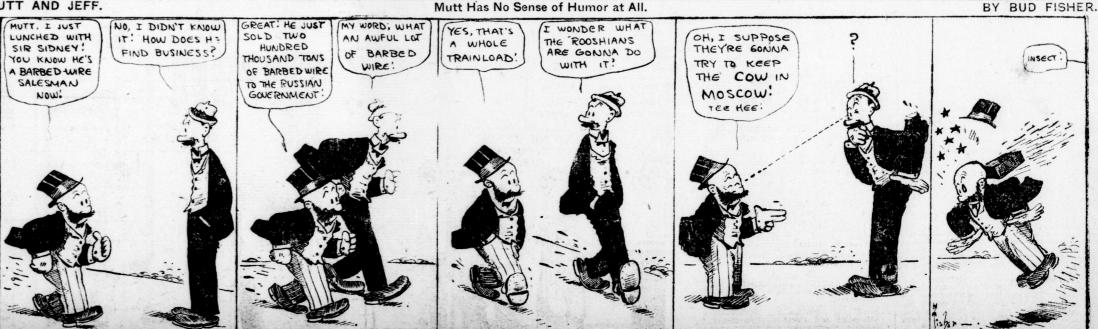
in Government and Municipal Bonds. Such firms as these can decide with accuracy when advertising should be diminished, when increased, to maintain its true proportion in the business budget

first day they started in business, have been liberal users of the Daily News-

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