

Stobart

2 other papers.
3
W. H. Stobart

Burton Street
Dean's 3d.
Hentnivalu

Apr. 26th 1891

AL/247

Dear Miss Bonfay
I saw yesterday
W- Burton of
Burton & Oldsmith

a brother-in-law
of Lord Northcliffe.

He is the advertising-
-ment specialist.

He advised of
advt. being put
in the Agency column

of the Daily Mail.
(no expense meant)
He says very boldly
will read that. It
will cost about 24/-
as it stands - for
each advertisement
(considerably less
than the £2.10 per
month) but both

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he & I agreed
if I may say so,
that the adlet
requires improvement
as it is not intense
enough or attractive.
May I see you about
this on Monday morning
at 10.30 at the office
in Victoria St? To the
number 25 Victoria St?
I will then tell you what
Mr. Burton suggested re. advertising
in Street at all. we want 8) —