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NEW YORK STOCK EXCHANGE

ELEVEN WALL STREET

CHARLES R. GAY
PRESIDENT

November 10, 1936

Mr. Robert E. Ford,
Luther Ford Investment Company,
Minneapolis, Minn.

My dear Mr. Ford:

Your letter of November 3rd, which our Public Relations Committee has passed along to me, contains valuable suggestions. I am particularly impressed with your thought that we should phrase these letters in simple, work-a-day language. I agree entirely with you.

I hope you will find the future Letters of interest.

Faithfully yours,

Chas. R. Gay
President