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G. W. List Esq
Proprietor
The Debenham & Ipswich
Motor Service
Debenham
Suffolk

and operating. In the commercial and financial section

Tel.

Telephone.

W.C.I.

June, 1927.

Dear Sir,

As one interested in the motor transport industry you will appreciate the value of "Garcke's Motor Transport Year Book" for 1927, for which we have the pleasure to send a prospectus and order form, and to invite your subscription.

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Yours faithfully,

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A Review of the New Edition

from "The Electrical Times," 9th June, 1927.

THE MOTOR TRANSPORT GARCKE FOR 1927.—What a thing it is to be the only pebble on the beach; to be such is to become as nearly indispensable as is possible with things human. Yet Garcke's Motor Transport Year Book and Directory is much in that happy position. It is the only one of its kind, *i.e.*, it is, so far as we are aware, the only comprehensive record of the Motor Transport Industry published, and useful a volume as it is, its solitariness much enhances this virtue. The first of these Motor Transport Garckes appeared in 1916, being then, as now, published by the Electrical Press, Ltd., of 13-16, Fisher Street, London, W.C.1. In eleven years it has gained a fine record for accuracy and the completeness of its information. Both sides of the industry are dealt with, commercial and financial, and technical and operating. In the commercial and financial section one finds the names and addresses of undertakings or proprietors, particulars of registration, names of directors, particulars of debentures or loans, trading results, *et hoc genus omne*.

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