August 12, 1916.

There is quite a large block of Poster (and Paint) Advertising to come through Advertising Agencies in the future.

In order to work out your share for your Agency, we shall from time to time need you to personally convey certain messages to your organization. May we address you personally in this connection and will you please reply? Your reply may take only a sentence, but it means so much to the Bureau and our plan, that we ask you not to miss doing it when one is asked.

Yours very truly,
NATIONAL OUTDOOR ADVERTISING BUREAU INC.