

C O P Y

NATIONAL OUTDOOR ADVERTISING BUREAU

Fifth Ave. Bldg., 200 Fifth Ave.

New York

August 23, 1916

Letter # 2

J. Walter Thompson Co.,
44 E. 23rd St.,
New York City.

Gentlemen:-

For the Personal Attention of Mr. Stanley Resor

To Members,
National Outdoor Advertising Bureau.

- 1st - This is your business.
- 2nd - Has your organization seriously considered posters or paint (and which?) during the past month in connection with any plans?
- 3rd - Will you bring this subject so definitely before your organization that no plans will be considered in the next month without definitely considering whether or not to use posters or paint?
- 4th - Will you assist the officers of the Bureau by answering the above questions?

Yours very truly,

NATIONAL OUTDOOR ADVERTISING BUREAU INC.

F. H. Little

Secretary