

Mr. Raymond.

Sept. 2, 1916.

Mr. Stanley B. Resor,
New York Office.

Dear Stanley:

National Outdoor Advertising Bureau.

I am looking over the confidential bulletin to Mr. Raymond, dated August 29th, with reference to the National Outdoor Advertising Bureau.

This has its attractive features as a starter to break the local plant owners away from their allegiance to the Outdoor Advertising Association and the National Bill Posters Association, and no doubt they will not expect too much from the outcome.

To me this National Outdoor Advertising Bureau is an impracticable sort of an organization for us to use, excepting in very rare instances, because, if an advertiser is doing a national business, and is using bill posting at various places all over the country, it would be unwise for him to attempt to use this service at some points, knowing full well that he would get the worst of it, wherever it was possible to give him the worst of it, by the other associations at other points.

I would not, for instance, advise the Aunt Jemima people to use this service through us, for as it is there has been a great deal of friction between Aunt Jemima and Briggs, owing to the difficulty of obtaining satisfactory locations; and if we took on this new bureau and placed some of the posting through it, allowing the balance of it to go to Briggs, the Aunt Jemima people could not but believe that wherever friction occurred with Briggs, it would be on account of their using the other association for part of their work.

So that, as I see it, the association is not going to be of any practical use until we are able, through it as a kind of introduction, to tumble over the other associations and open the door to our going to the plant owners direct. Then, of course,

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with the proper organization we could handle all this business just as well as Briggs or Throop, or any of the rest of them, can.

Think I told you about the Cream of Barley business--- where I had to throw up their hands and tell them to take the place of posting business, in place of direct, and at the same time gave them advice as to where they should post, what it would cost and all that, and incidentally prepared for them their 24-sheet poster.

Even had we known of our affiliation with this National Outdoor Advertising Bureau, we could not well have asked them to place their business through us on such points as the Bureau has gained foothold, because it would simply have embarrassed them and perhaps caused them some loss when it came to posting at other points where the Bureau could not get in, and where the business would have to go to Briggs, or someone like them.

If I have a wrong conception of this, please drop me a line and straighten me out.

Yours very truly,

J. WALTER THOMPSON COMPANY,

By

JRG.P