

T. BOWERS MACDERMOTT

MORRIS A. COLMAN

Publicity Specialists

WINNIPEG THEATRE BUILDING

WINNIPEG

June 19
1919



The Publicity Committee,
Winnipeg City Council,
c/o The City Clerk,
Winnipeg.

Dear Sirs,

As Winnipeg is slowly coming out of an industrial crisis which brought world-wide unfavorable attention to our City, the need for a thorough, constructive, energetic publicity campaign to offset the blow Winnipeg has received, is more and more apparent.

Coincidentally the fact that Winnipeg's name is at the mercy of a group of newspaper correspondents, responsible to no one, and with the one desire to "make copy" even at the expense of the city's welfare, has been brought home. The truth of the strike was bad enough, but embellished as it was in press reports in other cities, it assumed the proportion of direct libel.

There is only one way to check this. A director of publicity ever on the job can do so. There are phases of newspaper ethics which no one may disregard if he knows that he will be visited with the consequences. And to a newspaperman finding the perpetrator and denouncing him in the proper quarter is a comparatively simple matter.

When your committee first was named, we submitted a concrete plan for a publicity campaign for Winnipeg, together with a statement of our qualifications to carry it out and a formal application.

When the immediate business of clearing up the trouble which has done so much to hurt Winnipeg is done with, may we not ask you to give your most serious consideration to this other proposition, whose purpose will be to restore in the face of the world the name and the credit of our city?

Yours for constructive publicity,

A handwritten signature in cursive script that reads "Morris A. Colman".

C/F

THE COST OF EFFICIENT PUBLICITY IS BUT A FRACTION OF YOUR LOSS THROUGH LACK OF IT