



Streetcar Advertising in America

Woodson J. Savage, III

-----Original Message-----

From: Debbie Bosanek, Assistant to Warren Buffett

<dabosanek@brka.com>

To: savageman3 <savageman3@aol.com>

Sent: Mon, Mar 28, 2016 1:13 pm

Subject: from Warren Buffett

Woody,

Many thanks for the book. You're correct – I spent many days on Omaha and Council Bluffs Street Railway cars and buses. At one time or another, I probably saw a good many of the ad posters you have in the book.

One story you may get a kick out of. Mutual of Omaha for many years did a lot of bus and streetcar advertising with a “take one” card by which you could request more information. In your request you could check a box that said “Send no salesman.”

Bob Dwyer, my basketball and golf coach in high school, sold policies for Mutual of Omaha in the evening and on weekends. He asked for all of those requests that said “Send no salesman.”

When he rang the doorbell, he would frequently receive a brusque “I said to send no salesman when I requested the information” from the householder.” Bob would then flash a huge Irish grin and say “I’m the closest thing to no salesman that Mutual has.” Invariably he would be invited in.

Thanks again.

Warren

Specifications

978-1-62545-040-1
Fonthill Media
February 2016
160 Pages
Full Color throughout
hardback
6.75 x 9.75
\$39.95
Fonthill Media