Dear Ott,

I suppose you have sent the names on by now. They were asking for them. How did you enjoy them? Had you the filling cards? I read I could have got them. We must have stencils made from them and properly filed to eliminate duplicated. To clear our relations, I am getting some made up so we can have something to work on. Already I have gotten about 5000 filled and turned, but they must be kept about. Many cash orders remain.

I worked a scheme here that gives me cards with all pupil names, prospects & inquiries, these are very valuable as they are up to date. I have 1,400 names and the pupils are very good. You can tell whether a thing will sell by testing first on card names, then we must have. Naturally I have been copying all I can.

The Ad is not doing anything at all. It should give names but it is not doing. The Ad man did much better. However, we should decide on what we are going to sell. As I told you my photograph prices are unbeatable. 30,000 or $75,000 at 30 cents. The trouble is the field is limited & continuous selling twice a year we cannot work them big in the meantime use them on other propositions. I tried prices on a book but I cannot make it. The proposition would cost over $3,000. My idea is to make a small affair sell it as a course, but as far I have not got good enough prices on envelopes, letterhead & flats, booklets. We can make a test, if she goes ahead at least 25,000. We will do it if there is no luck all the good, all the loss. It is in its handling.

Here is what you can do. Write all the people and tell them to sell the 10,000 photos at 50 cents per 1000. Compose a letter and get them to write. We can get some business that way.

Now, the big mailing is written as printed. One big trouble was the date, we started all orders back to the one by Oct 25. In order to receive my photos. I told them the date was too near & asked to put it off to think about. Somehow it was not changed. The mailing did not go out before Nov. You would wonder at a concern like this...
make such a blunder when it was explained to them. Anyhow I am sure I picker his list. It is an old trick used to ruin competition. They give good man for the test, yet for mine, leave a hole.

The picture catalog was the worse step we ever had. Not on my life did we ever get from all our list, but yesterday we got one pupil. We thought it was great even Collier. Incidentally Collier wrote an article on the list we sent it out with one of mine on the list are we an anxious to make over the A.C. list. Collier did not get one pupil. They thought him invincible. Success around and I have at last got it to pay. We have also got the Secret of Ages fails list to pay. On both these list we have a big hit. They are good, better still they have per unit keep up their payment which is the next important thing. The list we offered free trial on were a flop; thank God. I am trying out new avenues which if we win will relieve us from such as & I. I am making attacks on Hemina, high blood pressure, chest sex, tobacco & psychology. The last 2 I am getting life on, but the others have never thought of it. Anyway they don't know enough to appeal to them.

Tell you Otto I have written copy with the best copy writers in America & the best paid in the world on our stuff. A head of them on figures. Incidentally P.C. is bringing a goodly quantity of inquiries. So far they cost us $2 each. They will come lower yet. They cost Mills over 25. We should make sale out of 10 per cent. We have got 25% On the big mailing we got 13% when we should have got between 750-1000 or 600 at the least.

I am trying the more course appeals selling 9 for 10 in circulars. It makes it appear in a different color, but it is only the first 4 lessons of the regular course. It is a better idea than cutting prices. Tell them who inquire I give quality & satisfaction will take buy pupil in view of baby. Then offer both of these 2 courses. A good line.

The mortgage test will be made around 1st of Dec

All the boys are working a town of 83 miles away in Altamont. At special request, Mills strongest town that they have coming to me. I am working every town & will keep going.
We won't despair. If they won't put may out I have another concern willing to try which I'm keeping quiet about. Anyhow we can do a good business ourselves but as I said we must talk it over.

Now out this is all the dope. I believe we will win out both with JCS & ourselves. Remember dad someone it was hard to turn me down I was so incessant aggressive & capable that what I want. I believe I have done what I wanted to get them to spend so much & if it will be impossible to turn back it will be clinched if we get the may. Well no long out old by. Excuse my nervous but I can't do much. I almost get brain fog but we will win.

Love to shelf & the children.

Your old faithful

I believe you are in proof that Mit in shuffling did not give me an R & the returns should be better than the present.