

Dear Att.

Your welcome letter received. Did you see this months P.O. where Buelbar has a big ad showing my picture with the caption "Georg & Jewell" now with the Buelbar Institute. The rotten scum, he passed three phoney checks on me & hid behind the skirts of his crooked lawyer brother in law. But we have gone after him through our lawyer, also notified P.C. if they accepted copy with my name by him we will sue them. Also got after the P.O. to stop mail covering that add & also served the false notes against him. I don't think he will hurt me.

Well Att. I try to get all the names I can & have gotten about 3000 up to date & will try to get more. I have bought off E.L. altogether 110,000 names & am getting for trial 10000 1925 & 10000 1924 if Ott will buy 300,000. Buelbar & Altas name never were any good according to reports from other concerns & Mib. They have no business. Lites will not sell though he has many names neither will the others. They just refused to sell me any more. You might have Ethel write him & get his reply to her.

I have got an Ad in P.C. for December, Jan & Popular Mechanics for Jan.

E.L. names are padded. I proved it. All mail concerns but has file by stencil which allows no duplicate. Half's roll is repeated on the other half.

The big mailing starts today. I have received no other literature but what you have but will this weekend will mail to you. This mailing is costing \$8,000. Even if it pulls we are up against a lack of names that is why I am urging magazine.

I see your comments on Mib annual mailing of Co. but they should do better than that. It proves their ads don't draw the right amount of names for them to work on. Their sales are closed before they get them. That is they are mostly fellows who have taken other courses & want advanced work. It costs less to get

these sales but even so that they only average 3pc at an average of £0. a bell they should go 5 p.c. & get 100 000 ingens for the advertising they do. If they had not 'Strength' they could not keep open for their product costs too much.

We have no follow ups in direct mailing only on inquiries.

It is funny Redmond does not answer your letter. He must be tight for money, but take it in ads. Repeat it in the next issue but dress it up a little more.

I am almost out of M P circulars. Att must get some more to work then other names on. I will buy out or two to set the page off. The photo proposition I am waiting to hear from, but in Jan you can run a small ad which I will get up for you as soon as I get prices.

E. L. was a big surprise on the mag. proposition. I thought he would do better than he did. Anyhow we are going to run a test on it & I am sending out letters to inquire about the general attitude. I am enclosing one. Your reply stating you know there is a big demand for some talk big about it & me. These letters have to go before the board or proof. Nothing yet is under way as I have to wait & all but I am sticking to it hard. I don't know what happened to Paschal. E. L. said he got badly burnt over it. How he did not say. I do not know anything about Cabert only he is running a direct mail affair on Chelms. I was surprised to hear he was back in Shygh. Words never cease.

Now about us. Of course I will expect some consideration for my family if anything happens to me, but in the meantime we have to do something. I tell you Att I have learnt a bit since I left Mark & I believe know more about abroad machinery than any of them which we should turn into profit. When I get most of this off my hands I can better plan. I am sending you a new form which I like very much. By the way I have seen several letters Beny is circulating about me. He sure knocks me hard but I hang on to the old proverb that

he who laughs last laughs best. Of course they know you & I
are solid but the only reason I can give for Redmond & Madison
is the latter is such an undub and sucker so is Benj.

You must excuse the brevitated letter but I
want to tell you all as concisely as possible. Glad to
hear you have a garden. It beats the old time don't it
old man. Gee if we get out a mag & our course goes they
will die. It will be a hard blow. As yet they are not
fully aware of my backing or intentions & I happen to
know they are worried to death because they can't
find out.

Well so by old man

Geary

They can't show a pair of ours like this to impress
the pupils eh?

60 000
 .03

18 000.00
 20

36 000

S.A. 15-10-27

C. #198 ↑ I

EVANS THOMAS

47 MILE ST. ERIE PA Sent 22-10-27

If only inquiry part

Cash & inquiry separate. Nonuniform name
separate out of list to test other projects
Your number is 0000 to L to refer to month &
particular Ad