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INCORPORATED

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PHONE VANDERBILT 1808

Specialists in Physical Perfection, Diet, Health Massage
and Physical Correction

Mom

Dear Ott,

I was glad to hear from you and thank you for the two catalogues I sent to show them over. Our catalogue was not as strong as I would have made it in the first place, but the coming one will be much stronger. No. like what I want. You will be surprised to hear that after accepting the ad and the photo again personally Redmond called up saying he would cancel or settle the suit he would take the ad otherwise No. I had to laugh. I said I was not being bought by a one page ad.

I hope your ad went there. Don't forget what to say if they ask what I had anything to do with M.P.

I have several ideas for us to work out but I wish I could get more names. Altogether I have a little over 2000 names that are not good. I wish there was some way of copying O.L. names before I turned them in they would be good for this stuff. I got 20,000 off him this week & ordered 100,000 more. I wish we were closer together but we must work other ends too for our own sake. I do not expect the first ad to be any good. True story group is the best. Vegetarian Mechanic too.

I send you my latest poses under separate covers. Hope you like them.

RESULTS POSITIVELY GUARANTEED

Did Redmond pay you?

Well even if the I.C.S. should quit I would
not now. I would make them an offer for all the
stuff & work it on our own.

I guess you don't just understand the returns. Oh
to see we test 14 list crossways, each 2000
One list on the 3 down & other on 1/2. Five list were
Q.T. They made the average. You only have to make
2% to break even the rest is gray. We only had some
amount out of 5 L & 5 names they paid. Now if we
had had all on 45000 paying names we would have
made money but they were trying for new channels.

Get the idea.

The other failed because they were not PC
lists a even had interests

Well no more for now

Guy