

Well Ott,

I suppose you have sent the names on by now. They were asking for them. How did you copy them? Had you the filing cards? If not I would have got them. Next we must have stencils made from them and properly filed to eliminate duplicates & clean out returns, I am getting some made up so we can have something to work on. Already I have gotten about 5000 filed & trimmed, but they must be kept alive. Many cash order names I have. I worked a scheme here that gives me cards with all pupils names, prospects & inquiries, these are very valuable as they are up to date & cost 1,40 cts a name & the pupils are very good. You can tell whether a thing will sell by testing first on cash names, these we must have. Naturally I have been copying all I can.

M. Blum The Ad is not doing anything at all. It should give names but it is very poor. The ad from did much better. However we should decide on what we are going to sell. As I told you my photo prices are unbeatable 30.00 for \$275 ~~all day~~ that is 30 poses. The trouble is the field is limited to continuous selling twice a year we can work them big & in the meantime use them on other propositions. I tried prices on a book but I can't make it. The proposition would cost over \$3,000. My hope is to make up a small affair & sell it as a course, but so far I have not got good enough prices on envelopes, letterhead leaflets & booklets. We then make a test, if she goes shoot at least 25,000 We will do it if I have to rock all the gold, the hell of it is the handling.

Here is what you can do, write all the people like this & try to sell them 1000 photos at \$300 per 1000. Compose a letter & let me see it. I would send you one now if I had time to write. We can get some business that way.

Now. The big mailing is rotten as I said. One big trouble was the date. We stated all orders had to be in by Oct 20 in order to receive my photo. I told them the date was too near & left it open for them to change. 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 E. L. picked his list. It is an old trick used to ruin competition. They give good names for the test, get you to invest heavy base.

The picture catalog was the worse flop we ever had. Not one inquiry did we get from all our lists, but yesterday we got one pupil. All thought it was great even Collier. Incidentally Collier wrote an appeal & we sent it out with one of mine on the list we are anxious to make work; the J. C. S. list. Collier did not get one pupil & they thought him invincible & swear crowded me I have at last got it to pay. We have also got the Secret of Ages sales list to pay. On both these lists we have a big list & they are good, better still they have per unit kept up their payments 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 E. L. I am making appeals on Hermin, high blood pressure, diet, sex, tobacco & psychology. The last 2 I am getting life on, but keep it mine the others have never thought of it. Anyway they don't know enough to appeal to them. I tell you Ott I have written copy with the best copy writers in America & the best paid in the world on our stuff & beat them on figures. Incidentally P. C. is bringing a goodly quantity of inquiries. So far they cost us \$1.40 each. They will come lower yet. They cost Mills over 2.00. We should make 1 sale out of 10 from an ad. We have got 2⁰⁰. On the big mailing we got 134 when we should have got between 700 & 1000 & 600 at the least.

I am trying two more course appeals selling it for \$9 & \$5 instead of \$10. I make it appear it is a different course but it is only the first 4 lessons of the regular course. It is a better idea than cutting price. Tell them who enquire I give quality & satisfaction & I'll take less pupils but give satisfaction then I offer either of these 2 courses. A good line.

The mag. test will be made around 1st of Dec. All the boys are working with me & Sat night I speak in Allentown at special request, Mills strongest town - but they have swung to me. I'm working every point Ott to keep going.

We won't despair. If they won't put mag 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 Old this is all the dope. I believe we will win out both with JCS & ourselves. Shoemaker told someone it was hard to turn me down I was so persistent aggressive & capable. That's what I want. I believe I have done what I wanted, that is get them to spend so much it will be impossible to turn back. It will be clinched if we get the mag. Well so long Old old boy. Excuse my scrawl but I write so much & almost get brain fog but we will win.

Love to Ethel & the children

Your old faithful
George

I believe your ad is proof that
Mits is slipping. It did not give
me on M's ad the returns I should
but it was better than the present
one

250 350
250
1000