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

Seranton
Thursday

Dear Pal

I got your letter AT & thanks for your wise thought in soundly other for names. Names at the bed are not worth more than \$10 per 1000 & then they must be recent, & on your scale 300 per 1000 but he is like the rest gyping. He has hundreds of names repeated to pad but they have turned out AT so far. His names paid & Strongfit but Strongfit won't sell any more. The psychology names paid in fact just 5 lists paid. The trouble we are up against in making money is not being able to buy enough names. Atlas, Buelbart & several others would be W.G. Liedeman is apt to have them too. I know them from handling them. McFadden will not sell but they will address mail so you only get the names you make salison, then several reliable firms tell me the B McF gyp you terribly so bad no one will do big with them on lists.

Everything here got into a bad mixup on placing our ads so bad that the year is lost without an ad in PC or P Mechanic. Dec is no good so we keep out. It is no use asking me where the mixup was no one seems to know beyond a little jealousy of the 3 agencies we employ who didn't we would have been no wiser if I had not determined to split it

RESULTS POSITIVELY GUARANTEED

I went to Phila last Sat & on Mon & Tues we had a meeting & decided just who should handle it

They intend to do biz mainly on about Oct 15 of 150 000 pieces on tested lists. If she goes we can be sure on doing business if not we are sunk. We never put out more than 60 000 pieces a year & already we have used 100 000 in tests. It will be a letter. All the lessons are not done but as they are I will send you them. So far you have all the stuff if you have catalog & blanks etc. The new color ones will be ready soon & I will send them

Man but it is a struggle but if I had not been here to shove things it would have been flop, but I am getting them into advertising & the more money I make them spend the better will they stick.

Kernick must be crazy to ask \$300,000 for names on a 25¢ & 100 proposition. I am afraid Barkers may be useless unless they are 1926 names give Ethel to ask him if they are - if so order only 2000 to test then tell him if O.K. you will buy rest as soon as he is ready to ship which should be as soon as possible you will send money. If they are 1926 let me know & I'll send money. Glad you got ad in but you should have written a little more to D. I gave you the highlights but it will be O.K. Personally I think the best way would be for me to mail them. You receive orders send me letters & I'll shoot. I have arranged that I receive cell special inquires to book over but mostly so I can get some names in my hands so we can mail our stuff over them. As I said we must look out for ourselves first & get all we can from every angle. I am getting some good dope together on producing photos that I acquired by accident last week. Will let you know if I can get them at the price if so we can make some nice change on them at at $\frac{2}{3}$ saving over my best other photo price

I'm studying them hard but a mag & they like it but you should see the phony offer Carl made me He always claimed he would give 25¢ to 50¢ subscribers a year Now he says

he will be glad to give a sub to each pupil but I must
give him the mag for nothing a full page ad & a 4 page
article Can you be sure he wants me to help him close all
his subs & give the premium at our expense. Give him a
200 ad for the privilege & the equivalent of a \$300
special space. Why I changed all his pupils for nothing
& sell that space All I have to do is run an ad saying
all bona fide pupils of any course can get a free copy of
our mag. That is the poorest display of business acumen
on his part I ever saw. No body could listen last of all me
The trouble is they banked on E.L. paying something now I have to
think up some other scheme to make em happy & get them to
consider the mag. You see they bid a bid on mags & have just
started another that makes our harder to buy but I have
got to stick.

They asked me what would happen if I died & no
one to continue I told them if anything happened to me you was
the man who would take my place in everything, & they
accepted that point.

As far as a job is concerned I guess I will have
to try & stick in Phila somehow but dont you ever send me
a cent. I would not take it. I have good machine &
could raise money on that but dont want to unless I can see
some way of paying it off. But dont you get stuck on your
house if you need money let me know & I'll look it for you
I mean if you are the only pal I have & yours is the only
home I am welcome in & I would strain every pound to help keep
that intact believe me.

Redmond must be sinking bad his advertisement
say his mag dont pull anymore & weve had to take such small
space in PC as now & this in the big months. I was actually shocked
He has only to col where he always ran 2 pages for mit & one for
MacMahan Together they have a when

Did you get my photos Ott? Did you like them.

Have you any other names but the old Apollo list?

I am keeping track of the lists that pay so we can buy some later & know they are Ott. I don't get much chance to work out new ideas but will soon.

Will close for now

With best wishes to all

Geary

Sure we will run into you at one of the later.