

Dear Pal. Ott.

Set

I have just got in from Secanton and was pleased to see your letter there for me. Yours is the only one I look for and can read with a feeling of faith in the text. Well old man long going to tell you a good deal & start from the bottom.

When we talked business I told them summer was no good for courses. Wait till Sep but they said they would be obliged to do it now if at all. I told them that P.C. experience on ^{home study} correspondence name had always been a failure, but they said they would like to try it out for themselves for they believed they could find an appeal to win. Of course I said Ok if they would allow for the time of year in return I be willing to do my way later. They agreed they would try several tests, but the fact that they had been so successful by direct mail on home study courses and books convinced them that it was the thing. It is providing you have proved your lists & I pointed out that these 35 years of advertising had done it, also the fact that ~~with~~ with MacFadden & others refused to sell their lists should be proof that they must build their up by advertising, then they can come back on the lists, but they must first have the right names.

I told them names bought from Leidenman or Strong had were probably milked dry in any event, and anyhow you are only trying to sell people who are already sold or don't want P.C.

My argument is this. Every day thousands are coming of age who interest is centered in various things. Nobody has their names. They are the buyers of today and tomorrow. Well, if it is a home study course he wants anybody on the street will recommend J.C.S. they are so well known. If it is P.C. then the average man knows less of it, but enough to recommend the prospect to buy a P.C. mag. the prospect does. He sees several names but not mine. He buys. Later he hears of us but he is already sold & is one of two things, either a satisfied pupil or a disappointed one, in either case your chances are 100 to one against selling when in the first place if you advertise in the right mediums you have an even break.

The moral is you must advertise

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They are beginning to see it now.

Furthermore I advised to use some of the money appropriated for direct mailing for ads & by selling books on P.C. or semi P.C. circulars. I.C.S. names. This would give them a better chance to sell profitably & at the same time provide a real P.C. mailing list.

I told them several things must be done.

Anyhow, they circulate 14,000 name 4,000 were E.L. names and gave 5 orders, 2,000 were L.S. name gave 4 the few Man Power names gave the only cash involvements as far as I know. The other list which were 7, various I.C.S. gave the rest. One day we had 7 involvements, last them & the name. Altogether so far I think about 20. But still all it is better than I expected as it proved better than I formerly stated.

They were badly disappointed as they cross circulate them by ^{the} 3 down and ^{down purpose} 7 altogether making of about 25,000 pieces.

I told them they could not blame me as I had told them ~~but~~ they should follow the examples of the rest. They admitted they knew not a thing about P.C. & I said more reason they should do as I say. But they hate to advertise it costs money but I told one of them if they had spent the money as I advised less would have been used with better returns.

They started to advertise, but they went onto maps I told them are useless. The maps are their own which is the reason & they still follow out I.C.S. policy. I tell them when you want to sell P.C. you must go where it is, this maps are. Brief Street Laughter, Paris Rights, Sentimental Stories, College Humor & two others of same type I cannot just recall.

I think the appeal & catalog is OK but I liked our Appolo catalog. However, I have got in touch with a good many A.C.W.L.A. boys & they are all for us & think the appeal great. Better still they are giving me their testimonials, some of the best such as Manger, Blair, Freeman, Faris, Durner, McNaughton.

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Kelly, Gauss, Stratton, Bachtel & others. I figured Berry & Wood
Mits would try and cripple me but I beat them to it. Moreover I am
sending them out a letter this week (Acwla) that will knock the
props from under Mits. I will send you it and all other matters
as I get it. I gave word to send you a pair of DB & course complete
when done.

I am rewriting the catalog text in some places making
it stronger. My argument in all S.M. preferred DB for training &
BR for lifting I quote them which throws a progressive stand on
the thing.

Personally I feel the I.C.S. are above board they
show me everything and do everything up great. I finished another
16 page booklet last week all in color. It is a knock out. You
are in it & the new regular catalog.

They want to send your lesson out on 5 day approval &
don't tell we are satisfied proper advertising is useless. I have got
them to agree to 1 page in S and 1 column in P.C. I have written them
but I was to let us know if they would take it. They did not
definitely turn us down but I wrote the advertising manager
to accept only a signed acceptance from Redmond.

Under Federal law having effect of restraint of trade & competition
Redmond can't turn the ad down, but you have to prove it first
which takes maybe a year or two & money, then he can give you
such a rotten plan, or bill your ad with a counter bigger ad on
the next page.

My idea is that I.C.S. put out an Encyclopedia to null
diabetic names and other to draw them in & build a list and also
to put out a map of our own. I have got the president of the
publishing dept. interested and all for me & he promised to be in at
the next session next week & give my views forward which he
says are right.

Believe me Att. I am fighting like an S.O.B. and
next week if they show discouragement I am going to give them
a line that would sink the Statue of Liberty. I'll tell them it
is not fair after getting me to quit all others. They have ruined
my chances of getting a job or doing business. They have wrecked my

reputation therefore I demand that they try my methods. You see
Oth, the deeper I get them involved the more chance we have to
make them stick. That's my game then they will be glad to
follow me.

Now this is all for the Oth but never worry your old
pal word quite trying to put it over till they drag me out or
sand bag me.

There is some good thought in your suggestions which
I will incorporate.

Today I tripped Redmond at trying to frame me
& I have the goods on him. You know all mail addresses to
me at Milk comes to me & if it belongs to them I forward it,
I often get orders which I send in after helping myself to the
name & address. (I got a lot of names this way)

Well, he gave a fellow a check and evidently told
him to send it to me for a bar bell order thinking perhaps I am
stealing the money, or he may deny ever getting it and I'd have
no proof then he'd have me bad with the P.O. as a jail offence
The dumb bell he gave the check to failed to cash it & send
me an M.O., but send me the one signed by Redmond. I went
to the girl I told you of & asked her if she knew the decroy
name, sure enough it is the friend of her sister sister in law
boy friend. I am going to send the letter & check to my N York
lawyer & advise him to get told this guy & scare out a state
ment

Redmond is wild at me. Near out of his mind to do this
Did you ever see such a rotten job as 'S' in the mouth!

More business.

I am thoroughly convinced that in any event we ought to
do something for ourselves irrespective of anyone. We might receive the
old Apollo not as a course proposition but as a book etc idea under
other names. Or separate under different names from different points
your book should be 28 pages and sell for \$1.19 Take the
chest which pulls the best & I don't know why your name
would not be good. The fact is you are known but have
nothing on the market

Later I propose to use Morich name but spell as

"Maxgick" adventure course, which will be just a book.
Something like the "Maxgick course of Body Building \$15.00
Send \$2.19 cents only if you feel it is not all I say keep the
course & pay no more."

There are several schemes to work but if
Redmond does not pay you the week shoot in an ad: to sell
our Man Power books but don't use that name. Use something
like the "Muscle Making Secrets or Secrets of Muscle
Making by the foremost authorities in set of four how you can increase
your shirt overnight and fast inches on your arms legs neck &
back inside 30 days. The biggest offer ever made \$1.98
Get them now while your chance is good. Thousands of satisfied
enthusiasts Send in your order now to

Muscle Making Associated

I'll give you a real lay out ~~and~~ take half volume
which is \$35. Don't use your name but just as given only use
box number or address in Uniontown if someone you can trust.
As you get orders make a card for them to put away like
envelopes so we can build a list on the name etc. good one
which I will have copyrighted & keep for ^{mailing} mailings, send me
the letter & I will fill order. We can split but if they go
better & I need no money we will bank it for other projects
or build up on books.

There is over \$200 owing on these books, leaflets &
envelopes but to get 25¢ or so I did some work & got a bum
check from him (for much less than 200) I am going to take all
it away and let someone pay him back that he should not
give bum checks. Pay like with like. We are out for \$7.15
B.R.C. & no more nice handily or listening we gotta get coin.
Now Altt this is a long letter for me to write but I promised
to write it so you would know all. When things are settled I am

coming up but if you loose the month of Oct you loose out
on good time. Get it in by the 10th of
the month to be in Oct issue. Send it to Jack Swan at
N.Y. to apply on account & write some letter to Redmond.
Deny me if he asks you about it.

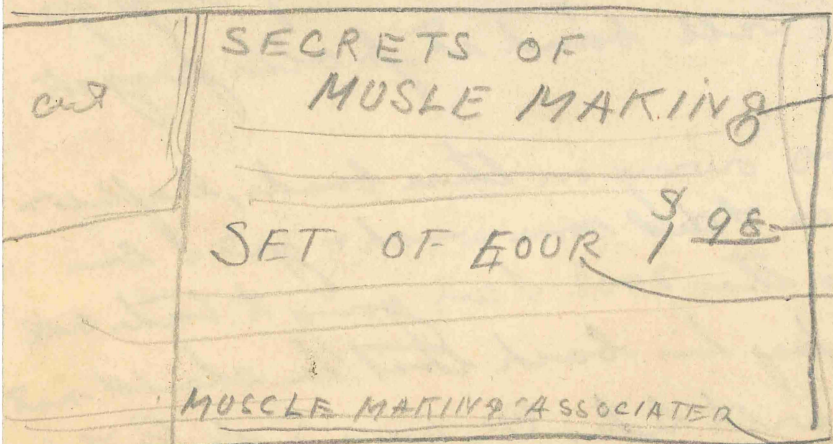
Ask for space on right outside nearest best
with preference for upper section or lower. Not in center.
If you have small cut of fine figure use it, if not get
one made.

Well so long for now old man best regards
to all, Will keep you posted as ever

Your old Pal
Joyce

Hope you can read this

Make measurement & same on
Man Power Ad in S



Send me as
applied books
if you have any