

Sat

Dear Pol,

Your letter was gladly read today. You will have got the one I wrote this week from Scranton, that contained pretty near all the news I can give you except this: - if C. L. had not gaffed us on the list by Thans saying we should have totaled the papers I stated, unfortunately we only totaled 139 which means according to their calculations they will lose approximately \$4500.

From now till Feb nothing will be done beyond testing on other lists which if they prove O.K. will mean a big mailing on whichever list proves out in Jan. The magazine tests will be worked as soon in Dec as possible. So far all the boys have stuck to me fine & are helping to secure names. It sure is a long drawn out process. The P.C. ad is giving us names less than \$1.00 each. Mike paid \$2.25 & \$2.40 on a full page against our 1 vol. Up to last Wed we had 7 enrollments from the Ad: So that is panning out O.K.

All this means we must bend ourselves seriously to our other proposition. I have fixed things so I get a lot of all pupils & inquiries from the Sweet Institute giving other reasons for requiring them. This means as you can readily see a great deal of ^{cash} sales list & some inquiries for nothing. These I have compared, filed & proven & weeded. Most of it I get done for nothing, through friendship, but I have to pay some & naturally will have to remember the others at times. I have been proving the lists in order to keep live & in their respective field where they appeal which has cost me about \$60.00 so far & this week I was obliged to buy a card file to protect our names, as they were liable to become ruined as they were. You see I have only a garage to keep them in. I got a file holding 18,000 names for

\$2.50 a good buy when you consider a new one costs 50¢ of the
make Sgt. I tell you it made me strain all I had to
meet it as I have a lot of other expenses this week & also next
but it had to be done for we could not afford to bore them names
I have about 5000 names filed in order & will have to buy
10,000 filing cards for the rest ^(you're getting Sgt) which means another expenditure
of \$1,500 thousand. The stencils cost 2 cents each, so you can see
the drain it is on me, but it looks good & you can bet I am
copying all other names I can. The next thing is cost of envelopes
letterhead catalogs etc. I am trying hard to kill prices &
have so far gotten them down to half below the regular cost
(that is envelopes) ordinarily they are 27¢ M. I have just
got quotes at \$1.37 per M. I will beat that though many
printers can't believe how I can get them so cheap.

I have sent out the orders you send me & pay
Ott, tell all inquiries we don't send C.O.D. It looks
better for you to write from Uniontown than me from here.
You can send me other names to file just the same.

I did not wire Barker & in any case would not have
done so. I would have wired you to wire him, but we got both
bunch of names Ott & I got your lists. I can make them
out.

Personally I would not just come to Pettsburg as I
wrote I would come right in & will as soon as things get more
definite. I might possibly drive up. Once there I can go
with you on your beat & talk at the same time. There is no
question of jeopardizing your job I would never dream of

that. You stick till we burst through & positively know
we have something, then we can talk of quitting your job. I
know what you have to have in order to do it. Rest assured
I am fighting both & mail to win for us both.

I can get casting much cheaper than your
quotes but the hell of it is the assembly. What I am
trying for is someone to give me a price per complete set as
Earle does. I can get some to do it, but the price is more
than I am willing to pay.

By the first of the year we should be ready to do
something on these lists. I shall decide on two or three projects
to test my just what, I have not made my mind up yet but I
will explain all as I am ready.

Now old man I'm going to turn in & will
write more as I know more. The Apollo names were too
old, we got no replies

I hope you all have an happy Xmas I will
not be able to be with you I'm sorry to say. You should be real
glad you have an home etc. the great thing to have

Give my regards to Ethel & the youngsters
with the best personal regards to yourself

As ever your old pal
Lery

I am supposed to meet Redmond &
his lamp with mine Mon
in NY