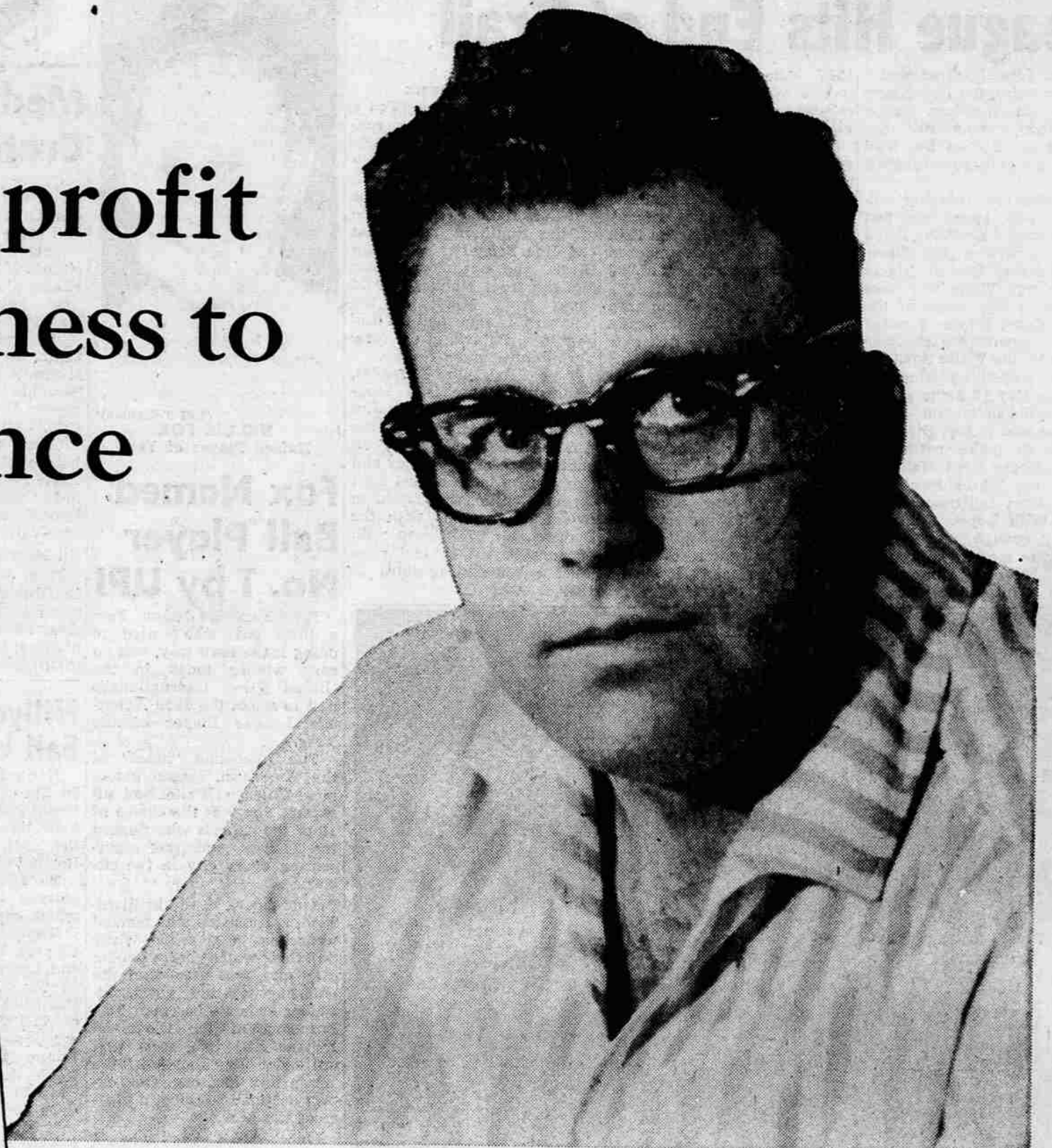


*Mr. Businessman:*

Would your business profit through your willingness to accept outside assistance when it is needed?



Agent for  
**BEKINS VAN LINES**  
LOCAL AND LONG DISTANCE MOVING - CLEAN STORAGE  
710 East Second St. Phone CY 6-3888 The Dalles, Oregon  
July 3, 1959

George S. May Company  
291 Geary Street  
San Francisco, California

Gentlemen:

"Stop Driving - Start Managing." When your Company Representative said this to me it sounded like he must have forgotten that this was a small business; not a national concern.

He proved to me that through proper management you could make more profit without an increase in revenue by knowing cost and being able to make decisions from what is represented by figures, not by dreams and desires.

This letter is written as a thank you to the George S. May Company for improving our accounting, changing our business climate, increasing our sales, decreasing our expenses and above all, we now give better service to our customers and in return make more money.

Looking back I often wonder if I would even be in business today, had I not let your Field Survey Man analyze our operation and your Company Specialist teach us the right procedures. Our business is competing with many big trucking companies who can afford accountants, efficiency experts, managers and business consultants while here, I must attempt to be all of them. Without your help I could not have succeeded.

Yes, the money we have spent with your Company was a large sum for us, but in six months we had cut costs and increased revenue to pay your bill and give us a larger return.

Malcolm S. Forbes says, "With all thy getting, get understanding" and this is true when your Company is given the opportunity to survey, correct and train any company on the sound business basis to their own individual problems. No two companies are the same and the complete answers are not found in books, or through accountants, producing experts or advertising agencies. This is a highly specialized field and the George S. May Company well represents this field.

Thank you for the training that has taught me to lift a load with my brains instead of my brawn.

Very truly yours,

RALPH'S TRANSFER & STORAGE COMPANY

*L. W. Hoskins*  
L. W. Hoskins, Manager

LWH:ed

Ralph's Transfer & Storage Company, The Dalles, Oregon, did according to its Manager, Mr. L. W. Hoskins.

Read his interesting letter and see how.



The George S. May Company is a world-wide organization that has been serving profit-minded business men since 1925. They have 3 offices in the United States, 1 in Canada, 8 in other foreign countries. Their clients are in practically every type of business. Working from FACTS, they help businessmen solve problems in methods, markets, organization, and profits and they will be glad to discuss your business problems with you in confidence and without cost or obligation on your part. Call your nearest George S. May Company Office.

George S. May Company

**NOTE** - We are not consultants - we submit our ideas to you on your own business and ask for your approval to put them into effect.

- CHICAGO 6, Engineering Building. Financial 6-3460
- NEW YORK 17, 122 East 42nd Street, OXford 7-3900
- SAN FRANCISCO 2, 291 Gear Street, GARfield 1-5244
- CANADA, 620 Cathcart Street, Montreal, UNiversity 6-9152

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