My dear friend:

Do you know that you are falling behind?

Many of those who wrote to me at the same time that you did are reporting bigger muscles and a first-rate condition of health. I get splendid letters from them constantly, so that my desk is piled high each morning with this cheering mail and the noon whistle finds me still at work, writing to them, giving suggestions and advice and encouragement.

I wonder just why you have not answered me. Is it because you haven’t quite made up your mind? Or is it because you have somehow misplaced my booklet and put off enrolling until you have forgotten the matter entirely?

It is your health that is at stake, not mine. I have done the necessary work to put myself in perfect physical trim, and I am still doing the necessary work to remain so. And it is pleasant work, delightful work, work that one looks forward to.

Let me remind you again that my course is remarkably complete. It includes just the exercises which will develop every muscle and organ in your body to the highest pitch of perfection. It is so elastic that it can be adopted to your exact individual needs. My RESISTO ROLLERS are capable of developing a resistance beyond the strength of the most powerful man and yet they will always keep within range of your own strength without danger of strain. And six feet of wall space, anywhere, is all you need.

My course does not consist of a number of exercises to be bunched together and sent to the pupil. When you enroll with me, you must fill out an information blank similar to the one I am enclosing, telling me all about your physical condition. From this blank I make a study of your individual needs and prepare just the right exercises to build you up in the shortest possible time and with the least amount of effort. With these lessons, whenever required or desired by you, I send personal letters of advice about diet, special exercises for the correction of irregular or weakened bodily functions, etc., etc. It is this kind of service that places my course in a class by itself and which make it worth every penny that I charge for it.
You would not hesitate to pay $50 for a suit of clothes or to spend $100 in the course of a year for entertainments and pleasure. From the point of view of mere every day common sense, don’t you think that being taught how to train properly should be worth at least the same amount of money? And remember that you need spend this amount only once (and in easy payments, if desired) and continue to reap the benefits of this trifling investment for the rest of your life. If you were sick, you would willingly pay your doctor a great deal more than $25 to cure you. I offer to put you in condition that will make your “friend the doctor” become merely “your friend”.

You may not be “sick” today and yet, can you truthfully say that you are even normally fit? Suppose you take an inventory of your body. Disrobe. Stand in front of a mirror and look yourself over. What have you to show? Have you ten inches more around your chest than around your waist, as you should have? I’ll wager they look more like twins. How about your arms? Are they pipe-stems or are they something that makes you look forward to bathing-suit days? How are your shoulders? And your thighs? And how about the rest of your body? Is it just so much weight to carry around? (and if the information blanks of hundreds upon hundreds of students are any criterion, I’ll wager that you, in common with nine men out of ten, suffer from constipation.) If you are honest with yourself, I am afraid that you will not be very proud of your inventory.

I’d like to have you sit in front of me for ten minutes -- that I could talk to you face to face and transmit to you the enthusiasm that is mine on the subject of physical fitness. I’d want you to feel these mighty arms of mine -- bigger than the average man’s neck – hard as rock. I’d tell you how wonderful it is to know that one is strong – healthy – dynamic – ready for any emergency. I’d know then that you would not fail to accept my help in making your own body something to be proud about -- because you could not help realizing that nothing is so worth while -- nothing so desirable – nothing so much to be strived for -- as health, energy, strength, such as I can give you. A few months of pleasant cooperation on your part is all that I ask. I’ll take you and squeeze all the weakness out of you – then I’ll overwhelm you with vibrating life -- real, red blood – smooth, rippling, tireless muscles.

Perhaps you are skeptical and want to be shown. All right, I am willing to show you and I’ll do that by giving you a Guarantee Bond assuring you the refund of your tuition fee in full in case you are not completely satisfied. This bond binds me absolutely and I could not stay in business a week if I failed to maintain it. I have absolute faith in the results that can be brought about by my system of training, but at the same time I do not want the money of any man who for any reason feels that he has not obtained the desired results.
I'll gamble my knowledge - the years of study - the experimenting that I have done - the experience that the handling of hundreds of pupils have given me - against fifteen minutes a day of your time for three months. Are you game? Think, man! What have you got to lose?

Let these things sink into your consciousness. Realize that the care of your body is about the most important thing that you should have in mind, for on its condition depends everything that you may want to be or do. Whether you enroll with me or not may mean little to me from a business standpoint. But it means a great deal from the standpoint of my keen interest in the development of every man to the utmost limits of his natural powers. To you it should mean everything in the world, for your enrollment blank will bring you unlimited returns in perfect health and strength. And there can be no greater blessing than that.

Cordially,

[Signature]

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