Dear Sir:—

Not long ago one of our fellow Physical Culturists, who insists that without our aid he would never have attained his great strength or popularity in the theatrical world, sent us this letter:

Gentlemen:—

I use in all my training and exhibition work the Samson Adjustable Bar-Bells and will say for those desiring Physical Development, Perfect Health and Great Strength, that the system of training given by the Samson Bar-Bell Co., Baltimore, Md. is the best and most efficient I know of.

Adlai Loudy

This, from a man who has been thru the mill and knows physical culture from A to Z, is only one of the many we receive. As I take the greatest interest in all our students and personally lay out instructions suited to their individual needs, it fills me with pleasure to hear of the benefits they reap and the esteem with which they regard the Samson Bar-Bell outfits and our course of instructions.

And this is the reason for such wonderful results. Immediately upon receipt of your order, our Muscle Efficiency Course is sent you. You start upon these lessons at once to get your muscles under complete control. Then when you begin the regular course your progress is 100% faster because of these preliminary exercises.

From the Information Form which you send in, I make an analysis of your physical condition and lay out a four months course of instructions suited to your individual requirements. Practiced in connection with the Muscle Efficiency Course, these exercises with the Samson Adjustable Bar-Bell Outfits, insure rapid physical development to all who desire it.

But even after you have finished this course and are stronger than you ever expected to be, our instructions are not yet finished. An Advanced Course is sent you explaining fully many tricks of the trade. These enable you to startle your friends with feats of strength which neither you nor they expected anyone except a professional strong man could do.