

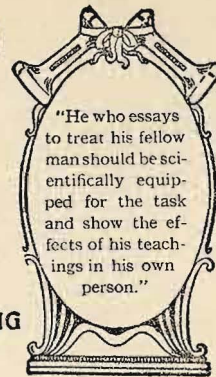
"Strongfortism" reaches every part of the world

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Lionel Strongfort
PHYSICAL CULTURE CORRESPONDENCE SCHOOL
PERSONAL CORRESPONDENCE INSTRUCTIONS IN
PHYSICAL DEVELOPMENT
PERFECT HEALTH & RIGHT LIVING
NEWARK, N.J.



Monday

My dear Friend:-

With interest I respond to your request and with pride I hand you herewith a copy of my book entitled, "Promotion and Conservation of Health, Strength and Mental Energy". You will find a vital message in this book - a message that made all my followers realize the importance of their physical welfare - a message that caused them to recognize the fact that **THE WORLD HAS NO USE FOR WEAKLINGS.**

The good things of life fall only to the strong, the physically vigorous, the man who backs up his brains with a good supply of brawn and fine physical stamina. **WEAKNESS** of any kind cripples you, drags and keeps you down from the success you desire.

WITHOUT HEALTH AND STRENGTH YOU ARE A BEATEN MAN -- DESPISED! How can you expect to win in the great game of life against **REAL MEN** if you have a puny body - if your blood is full of poisonous toxins - if your digestive organs are broken down and ready to give up and die - if your nerves are continually on edge, and your whole body weakened and devitalized by dissipation and vicious life habits? My friend, you have not a chance!

To **MAKE GOOD** nowadays you must be in **FIGHTING TRIM.** Every organ of your body must function right; every fibre of your being must be charged with the tingling, electrifying cosmic current that sets your faculties into motion and makes your brain active, keen and alert - your ambition sharp, and your ideals clean-cut. Discouragements, rebuffs, or failures can terrify and strike fear into your heart **ONLY** when you are **PHYSICALLY DOWN AND OUT.**

When I accept your physical welfare in my trust you are assured that your teacher and adviser is not an amateur or upstart, but is scientifically and physically equipped and professionally qualified by long years of experience and shows in **HIS OWN PERSON** all that he claims he can do for **YOU.** You will notice that I am not muscularly lopsided. Leading world authorities have found me the **MOST SYMMETRICALLY DEVELOPED MAN IN THE WORLD.** I have exchanged views with the most eminent authorities at all the great universities where I have been summoned to lecture upon my methods and exhibit my body as a living proof of their correctness. For more than 25 years I have been teaching my **SELF-PROVED METHODS** to thousands of **MEN, WOMEN, BOYS AND GIRLS...** of every race and country... in every station of life... from the highest to the humblest. I have brought back their Health, Strength and Vitality and made their world a brighter, happier place to live in.

As you value your life - DON'T entrust your PHYSICAL SALVATION to ANY MAN unless he can offer the same proof of ability and honesty that I give you... YEARS RIPE WITH EXPERIENCE...A PERFECT PHYSIQUE WITH HEALTH, VITALITY AND STRENGTH.

There is a vast difference between STRONGFORTISM and the ordinary Physical Culture courses, which consist simply of setting-up exercises, or those few that go with a steel spring or rubber strand stretcher that develops only the chest muscles. Reasonable diet, natural living, correct thinking, all must be combined with the required exercise, and adjusted to the personal condition, in order to produce the healthy, hearty, happy man or woman. STRONGFORTISM contains instructions that may be applied with benefit at all times; this is why it can be made to "fit" men and women of all ages and in every walk of life - this is why, no matter what ailment or physical disability hinders your progress or makes your life unhappy, it will remove their causes. STRONGFORTISM becomes a part of your daily life, a pleasant effective force constantly leading you toward more perfect health and lasting, abundant success.

A special Course of STRONGFORTISM for you will extend for over three months and according to your particular condition, your age and measurements, you will be carefully guided and instructed. Your instructions will be based upon my extensive studies, wide experience and knowledge. Follow the special lessons fifteen to twenty minutes, in your own room, and perfect health and a beautiful symmetrical development of your whole body is bound to result right from the start. STRONGFORTISM CANNOT FAIL. Neither does it interfere with your occupation in any way.

NOW is the time, my friend, to BE THE MAN YOU SHOULD BE! Pull yourself together and get out of the class of drifters. This is the secret of your success, your destiny. I WILL HELP YOU. I will put the fire of determination in you that will keep you ahead of others. I will build you up so that you will radiate health, personality, magnetism, cheerfulness and success. Put vim, vigor and vitality into your every action, so completely that you will surprise your friends, your sweetheart or your wife.

The full enrollment fee for a COMPLETE COURSE IN STRONGFORTISM, which includes the fullest extent of my personal direction and guidance, is only \$25. This reasonable price also includes a pair of my famous \$5. Resistance-Increasing Dumb-Bells, provided I receive your enrollment by return mail. If you are unable to send the \$25. right now, I am willing to start your Course for only \$15. - the other \$10. to be sent within 30 days. Under this partial payment plan, however, the Dumb Bells will be extra, but I will send you a pair upon receipt of \$3.75--my actual manufacturing cost

NOW you are all ready to enroll. Don't lose time. Results are assured by my clear, and binding GUARANTEE of accomplishing beneficial results or your MONEY REFUNDED. This is the best evidence of my sincerity that could be offered you, so get your Enrollment in the mail RIGHT NOW--while you are thinking about it.

LS:B

Most cordially yours,

L. Strongfort