

Lemont Furnace, Pa. R. D. 1. Aug. 27

Dear pal;

Glad to hear from you but sorry to learn of the rotten returns.

I waited to hear from you from Scranton as you wrote and when I received the booklet and you did not write again, I wrote to you to Bessie's address and was awaiting a reply from you. I can easily write oftener but thought as I had nothing constructive to offer, I would merely take up your time. Of course I can write and when you are too busy to reply, you can wait until convenient and it will be all right with me. Your part of the work is the all important part at this time and I want to help you all I can.

5 out of 14,000 seems too low to believe. It seems to me that more than this could be sold on any proposition to any list of names. Are you sure that the figures are correct? How do you check on them? Maybe if you are taking their figures they are keeping them down to drive a closer bargain with us. Unless we can check on them, there will be little use of an agreement with them as we will only get what they desire to give us regardless of what they may actually take in unless they are more honest than most corporations or individuals.

Regards the names from Liederman, will say that I don't think that you can depend upon any transactions with him. We are in direct competition with him now same as Breitbart and the rest. Leiderman is all for himself when it comes to business although a fine fellow as a friend so long as no business is involved. Regards buying mailing lists, I am afraid it is a chance for you cannot tell what you are getting until you try them out. The others will have about the same opinion as Marle, I think, and sell you names of little use.

The names that are worth the most are those that are obtained in the way that we got the Apollo list. I do not know how good it will be for this as we are putting out a different course by the same authors and may appear to this list as if we deserted past principles for purely commercial reasons and on the other hand the new booklet and different idea of training may appeal to them. Anyway it will be worth trying and I think that it will be far better than any list that you can buy from Marle as I do not believe that he will sell you any of his good names for anywhere near what they are worth. Some of the addresses will be wrong now but some of these will be forwarded and the majority should still be the same. It cannot be any worse than 5 out of 14,000. I do not know if you have this list since you left the Milo so I am sending a copy to prevent delay. I believe it will be fine to circularize the Man Power and if you need another copy so as to give the one I am sending to the I. C. S., let me know and I will send it right away. These are all names that were interested in physical training and were somewhat interested in Jowett & Coulter at one time.

If the I. C. S. circularize names taken at random from their building trade, agriculture, home study etc. lists, they will be going to a lot of people not interested much in physical cult. Your name will not draw much more than any other with such a list. Only a national figure or a sporting celebrity is known to the general public. Breitbart became known to more of the general public than the most because of his public exhibitions and the newspaper publicity which reaches more of the general public than any P. C. magazine. Our reputation is in the field of progressive physical training and we are better known to readers of STRENGTH than to any other publication.

The dumbbell system may seem like too much of a departure from our former courses with weights to have the confidence of readers of Strength. Also you have written so much in magazines and books that Strength readers may think that they know all your ideas and that you have nothing further to offer of use to them. It is hard to be sure of the other fellows opinion. It may be that some other medium will be better for marketing our wares than Strength anyway.

I do not understand how Strength, a magazine sold to the general P. C. public and accepting ads without much question except where personal gain or prejudice is involved, can refuse a legitimate ad. without being guilty of unjust

discrimination. It seems as if there must be some legal recourse in this matter. What is the I. C. S. attitude concerning strength's refusal of the ad?

I would like to see the project bring in \$1000 per day but it seems impossible to me. That would mean a gross of over \$300,000 per year and it takes a very big business to do that much. Money can be made with considerable less bulk of business than that providing the percentage of returns is high enough. If they can get the course to sell in a reasonable proportion to the mailing, they and we can all make money and not have to do so much business either. I am glad to see that they desire to do a big business and hope that they can do what they wish but I am afraid if they are set on such big expectations that they will not consider considerable less which would still be worthwhile to us. A part of a loaf is much better than none at all. I suppose that they know that Leaderman's present big business is a matter of sales development just the same as their personal agriculture etc. courses and that in time the business can be built up just as they have built up the I. C. S. Don't let them wean the baby until it is strong enough to stand it. I am afraid that 5 out of 14,000 will seem like an awful set back to their \$1000 per day idea. It overwhelms me and I never dreamed of anything like \$1000 per day business. Try to keep them to the project even if it is not a diamond mine at the start as they may think that it should be.

To circularize the general lists of the I. C. S., I believe that better results will be obtained by circularizing the course as the I. C. S. course with Jowett and Coulter as the experts as the I. C. S. has a big reputation among the general public and their prestige is known to all on their mailing lists and the I. C. S. advertising a course gives it a trade mark. The general public will buy from I. C. S. quicker than from an individual associated with the Jowett and Coulter are not known to the general public but the I. C. S. is as a result of years of advertising. I think that the course will sell if put out something in the manner of the one used by the Review of Reviews. I do not have the advertising of this as I do not have it. They sold it direct by the prestige of the Review of Reviews and thousands bought because of the high standing of the magazine that would not have given Liederman, Breitbart etc. the second thought. If the course is put out as an I. C. S. course, perhaps Redmond would give space to it. Of course this is rather a ticklish procedure as the I. C. S. might think why need Jowett & Coulter.

You stated in a previous letter that ads were being placed in a few magazines. Where were they placed and if so how did they draw? If we have to build up a new list as we did with the Apollo it will take time and money and I do not know how long or how far the I. C. S. will go when the clouds look dark. This will go if they stick long enough. If we had had their finances the Apollo system would have been a success. It made expenses as it was. It never had any real backing so far as finance was concerned.

It may be that a booklet more like the Apollo booklet will have a greater appeal? I do not know. The results on the 14000 mailing don't look good for the present booklet although it impressed me as being forceful and requiring no unnecessary reading of details or explanation that are uninteresting to the average man who believes in exercise but is not a real P. C. "bug".

If you have to write another appeal, it may be worth considering bringing the I. C. S. into direct action in the advertising by ~~mentioning~~ using their name as well as ours. If this is did, I think that it will be advisable to make more of a feature of the scientific phase of the physical training work and treat of your special experience, investigations, universal recognition etc. and our educational qualifications, status as authorities, perhaps mention Rafferty's medical qualifications and my standing as a B. P. E. This is an angle that the others do not work from and is more in accordance with the way the I. C. S. puts out their courses on other subjects. The others do not have the qualifications mentioned and we could reach many from this angle that the others cannot reach. Many of these highly successful fellows from a business standpoint would not be allowed to teach physical training in the public schools of the most of the states of this country as they lack the necessary education to meet the state

requirements. It is practically impossible to get a position as director in charge in any high school, Y. M. C. A. College or University in this country without a B. P. E. degree so you can see how some of the New York systems stand and naturally the educational system of the country and its viewpoint on physical training has a lot to do with shaping the opinions of the general public. The American Physical Education would not recognize these commercial trainers as they do not consider that they have had the scientific training to fit them for the work. I think that it is well to make a little use of this idea as the public school ideas of physical training are exerting a tremendous influence on the youth of the country. Physical training is compulsory in every Junior High School of this state and the state sets a standard of high requirements for its instructors. I doubt if there is a single one of the New York mail instructors that could get a job teaching physical training in a high school of this state in spite of their reputations due to high pressure advertising. Very few of these for the same reason ever receive any favorable comment from the accredited teachers in the public schools.

These are all ideas of mine and they may not be worth much and I am merely giving them so that I may suggest something that will be of help to you. I am only interested in making a financial success of the project and do not care what kind of a book or what method of advertising is used just so that the course sells as fast as possible. If we can go with the educational tide it is better than going against it. If we can make this go good, I will be satisfied and am not interested in the methods further than their merits for success.

I think that there must be some mistake about 5 out of 14, 1000 I can't comprehend it with my small mind. I think there must be something decidedly wrong somewhere and I can't believe that the booklet and letter does not have more appeal than that. You better check up on that if possible it seems as if there must be something rotten in Norway. If that is the actual results, it means that the advertising has practically no appeal to those that we are trying to appeal to.

I received word from Koysk that a check for the balance due me would be mailed in a few days but that was a week ago and I have not received it yet. They waited about three weeks before making any reply at all. Maybe they think if they wait long enough, I will die and they won't need to pay it. If they do not send it, we will try to get an ad in Strength out of it.

The book idea is worth trying. Of course Klein has had a lot of publicity lately in Strength and nothing that I can write will likely draw as well under my name but it will be worth giving a try. It may be better to use some other name for the author instead of mine. If it clears anything, it will be that much help to us and we both certainly need the money. Klein owes you a lot for the good publicity that you gave him when you were with Strength but I guess he will follow the crowd. That appears to be his idea now so far as I can see.

Stick to it George and do your best and we will win out. It is about our time to win, we cannot lose always. There must be some compensation in life. There must be something in the eternal fitness of things. Stick it out as long as you can until you get things arranged so you can do as well from here awhile and then we will be pleased to have you with us. You will not need to worry about board and room then as we have room and enough to eat from our place and with buying a few groceries and some meat. If any money comes in from Man Power or I. C. S. use it for your expenses as you need it and if there is not enough, I may be able to send you a little in about a month. I cannot before that as I have notes at the bank that I must meet to prevent foreclosure on our place. I am getting ahead but my obligations take all of my salary until I get the lumber bill paid.

I think and hope that the Apollo list will work good in the Man Power proposition and hope it will be good for the I. C. S. also. I think that we are all right if the I. C. S. will only stick with us but we may have to rearrange the advertising and come at them from a little different angle. It may take a little longer to build up but if we can only stick with it we can make it go just.

as we would have made the Apollo go if we had been able to get the money for that.

If you think to try the book idea with the cuts from the Apollo system, let me know just what you think as the best subject and title to use and I will get started to write it. You think about the size of the Apollo booklet and to sell for about \$1.25 I think that is O. K. but I don't know what will be the best subject to sell.

I am sorry that people are writing to you to give you H-11 etc. I hope we get the resources later so that we can give some of these people a little of their own game.

Your pal always,