

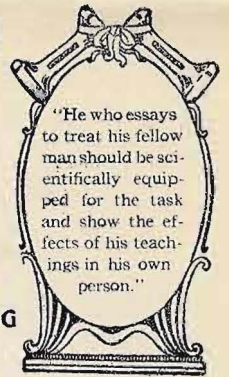
"Strongfortism" reaches every part of the world

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



My dear Friend:

Dec 13 - 1923

Monday

You are looking for the best and quickest way to gain for yourself super-abundant health, strength and vitality. You want a Health and Strength Building Method of highest quality and 100% efficiency. You want quick, sure, positive results. You want a method that will build for you a superb physique, that will make flabby muscles strong and firm. You want to become a thoroughly NEW man, inside and out.

STRONGFORTISM is the ONLY Health and Strength Building Method of its kind in the world. It will positively accomplish what you desire, and do it under a guarantee.

STRONGFORTISM is the ONLY and original system of Strength and Health Building through internal exercise and muscular coordination, in connection with natural health promotion methods.

STRONGFORTISM is vastly superior to any of the ordinary physical culture courses now being offered. It is a complete plan, made to fit your individual needs. It includes diet suggestions, practical hygiene, applied psychology, and internal and external muscular movements. There is no other method like it in the world. No other method gives the same efficient, quick, permanent development of the entire body.

STRONGFORTISM is "The Science of the Normal." It restores every body part to normal functioning. Disease and weakness are unnatural and cannot exist when the body machine is in normal condition. Thus, STRONGFORTISM is the conqueror of disease and weakness.

STRONGFORTISM develops the internal muscles, restoring to them their natural contractile power. Muscular contractile power is necessary to hold the internal organs of the body in position. This is particularly true of the Stomach, Bowels and other vital organs, which are often in a sagging and inactive condition, because they depend entirely on muscular support. STRONGFORTISM brings all of the internal organs back to normal position and activity. A rich and abundant blood supply again courses through the body carrying the precious vitality building essences, and Health and Strength are YOURS.

When you take up a Course in STRONGFORTISM you are engaging my PERSONAL SERVICES as your Physical and Health Instructor. It is your right to know all about the man whom you employ to instruct you in the important matter of Health and Strength Development. I ask you to consider the official record of my physical achievements and compare it with the record of any other Physical Instructor in the world. Then make your own decision.

The following are just a few items taken from my unique record:



Dec 13-1923

I have been before the public for years. I have appeared in classic poses and in feats of strength in all leading theatres of the United States, England, France, Spain, Italy, Belgium, Holland and other countries. Through reading my literature, you know about my sensational Human Bridge vaudeville act, in which I uphold a bridge while a heavy touring car containing seven men passes over it. Total weight sustained in this feat --- over 3-1/2 tons. No other Athlete has ever been able to accomplish this stupendous feat of Strength and Endurance

Modern history records only two instances in which a noted Art Museum has had the form of a living strong man done into marble or bronze as showing the perfection of the human form. One such instance had for its model Eugene Sandow; the other, Lionel Strongfort. Famous statues in marble and bronze for which I have posed may be found in many of the best known Art Museums of Europe and America.

While abroad, I served for some time as special physical director to His Majesty, King Alphonso, of Spain, giving him a personal Course in STRONGFORTISM at the Royal Palace in Madrid. During the World War, I trained thousands of America's young men, making them physically fit for service through STRONGFORTISM. I received special recognition from the United States Government for this work. I have demonstrated muscular coordination and control to the medical pit clinic classes of Harvard University, Brown University, Royal Academy of Vienna, University of Prague and other great universities throughout the world.

I hold the World's Record for the One Hand Barbell Lift -- 312 pounds. This record has never been approached by any other athlete. It is even a more remarkable feat, when you consider that my weight is only 175 pounds. Most professional "strong men" are real heavyweights. I am the product of a Scientific Development. I am the product of STRONGFORTISM, the Scientific Health Building Method I now offer YOU.

No other living athlete or physical instructor can approach my record. I believe that he who essays to teach his fellow man should show the effects of his teachings in his own person; and that any man teaching Physical Strength and Health Building should be able to show himself qualified for this work through actual experience, training and personal accomplishments. I believe you would rather have an official record of achievement than to have some Physical Director, of little or no experience, make absurd claims and promise results that are physiologically and scientifically impossible.

The fee for your full Course in STRONGFORTISM, if paid in advance, is \$30 and this includes a pair of my famous \$5 Resistance-Increasing Dumb-Bells FREE in consideration of the saving in book-keeping expense. If, however, it is more convenient, you may take advantage of any one of my Easy-Payment Plans, as shown on the Information Form. Thus you can be enjoying the benefits of your Course while you are paying for it. If you take advantage of one of my Easy Payment Plans, you may also have a pair of my famous \$5. Resistance-Increasing Dumb-Bells at manufacturing cost, which is \$3.75.

Fill out your Information Form and let's get started RIGHT NOW.

Most cordially,

L.S./T.R.

L. Strongfort