

Inkerman, Ont: Canada.

Jan. 14. 23

Dear Friend.

I got your very welcome letter yesterday, & was pleased to hear from you as I was getting anxious, but I never thought till yesterday about your wife's condition, & then I thought of it, & wondered if she was very ill, & then I began to kick myself for writing you so often to rush a letter. So forgive me. Now, Ottley, I will go into this booklet proposition & explain things so you will fully comprehend its significance.

I carefully noted all the material you had collected upon it.

The sized booklets given do not appeal to me. The size I have in mind would be 4 x 6, & we can come to a price of that size with the quoted 3 1/2 x 6 1/2 by taking the 1/2 off in length & placing it on the breadth. This would be \$50.00 a 1000. Now I cannot see how we can give any less than 16 pages, without the cover, & two pages of these 16 to be photographs of ourselves. This would mean 14 pages of material. As I have said, I cannot see how we can get along with less than 16 & sell it for 50 cts. I figure that a booklet with 24 pages, including the cover, would be about right. (Or without cover) Saying 24 pages without cover, this would mean that we would have 6 pages to use for ads. Now a 24 page booklet would cost us \$65. per 1000, & I have made an estimate that buying first 1000 copies, & using 5000 circulars, letter size, & the cuts, would run us about \$115.00 a 1000. That is, I appraise this as the average cost we will lay out for that 1000 copies, & this does not include the letterheads (I have left letterheads to be discussed later in this letter) This means that we would have 11 1/2 cents in each copy.

I have one good copper cut of mine that we could use, for good paper.

Now you have my ideas on size, & page number, & valuation per 1000.

Next. I think it would be a good idea for us each to write a sample article on our subject, & then we could see how many words would be in it, & we could submit it to a printer, & get better estimations, & we could cut down, or add more words as required, especially, if the printer gave us an idea of how many words would be used per inch after showing you a satisfactory type. You have the right idea of your work. You just explain the main muscles used in a particular lift, say, the T.H.C. & Jerk, & explain how they work, the extensors & flexors of these muscles, & best exercises to use to develop them. Do not take too many muscles. Just the chief ones.

Now here is another method I would like to adopt. If we agreed upon this size & number of pages, then, I would write Earle, & the Milo Bar-bell Co. & Strongfort, & offer them a free ad: for their mailing list, or if they would agree to place in each of their advanced pupils course a circular. This gets at the three largest P.C. advertising mail courses in America, & by having each mans mail course, all advanced pupils of each course are being advertised to these three experts, & our booklet to. They get good advertising ~~xxxx~~ to the right parties by this exchange, & gives us a big help in being circulated. I would canvas other parties & try & sell them space, & when we get them all arranged could go ahead.

I am familiar with most of the booklets you wrote of, & know that Atlas pays 11 cts for his cover alone. The whole book costing him 25 cts without cuts. As soon as Earle gets home I am going to write him & see what his publishers could do. The cover design would have to be very attractive, & an etching would do just as well as a cut. This is important, & wants much consideration

as to the right design to be used.

So much for this proposition.

Now Ottley there is another thing to consider, & I want you to do so, as I know you are like me, you have to work hard, & cannot afford to throw money away; & I want you to see things in the right light.

We could not afford to publish ads in too many mags, if any more than two, as P.C. charges \$42.00 for thier cheapest space rate per single issue. Strength cost at the last \$10.00 for the add I put in for Pullum, & I think thier cheapest is \$5.00. You see why then I wish to get an exchange of mailing list. It means our circulars get into the right parties hands, with no cost to us for advertising. That is where mags have it over us, they can devote as much space as they like to boosting thier own material, & make it look good.

The argument Strength gave me for not adopting these booklets, was that they did not think the time was ready to make a success of such, yet, they wish me to see about the publication of a booklet to sell for 50 cts in Quebec province showing picture of about 20 famous strong men, & then Calvert write a chapter on training for the bent press, & I write how to bent press.

Calvert told me that his book he published was a financial failure, & that Cleckleys, which they have control of, is a poor seller. In fact he says all the P.C. books are not money makers, & more failuers that not.

It is only fair you should know this Pullums was a failure as also is his book over here. Why I do not know, as it is good, the best yet, in fact.

Yet my motive is to appeal to the crowd in another way, to all P.Cs & lifters & at a small cost, & by advertisements & mailing lists, save much expense.

I want you to consider all the points in this letter on these propositions, & satisfy your mind on the best, & I am with you.

I have always been interested in writing a real book on P.C. & in fact have a lot of material ready, & canvassed a lot of publishers re it.

One firm would make a 200 page book for 25cts a copy if I took 5000 copies.

Now here was my plan for the book. Its worth while knowing. I intended to see how many books concerns like Strength mag, would take, & then get advertisers, then I would know how much outlay I would have to give.

This was one way. Next: I had thought of writing a book & interesting some publishers & either trying to sell it to them or have them print it & go 50-50 on the profits. Strength once wrote me that they would like me to write such a book for them, when oppotunity presented an opening, for them.

Now Ottley, to my mind, the only concern that could make a success of a book would be MacFallens P.C. Corporation. They control the book market on P.C. I had a notion to write them & others & see if they would consider such, & if so, we both could write it, & blend our experiences.

Now for my third & last proposition on booklets.

This proposition I prefered above all, to use if you cared for the last proposition I sent you of working Fairs.

Before I explain how to get engaged I will explain the booklet, etc.

A booklet like we are planning to put before the public would be no use for this. What we would want is a booklet which would be a P.C. course on health & sell for 25 *cts*. This book would cost us less than any, as we would only require ten or twelve pages, & no cuts, but our photos, which would be on the

outside, & with a good paper cover, & ordinary paper, inside material. We could place adds in also, but the total cost would be small, & we could get lots. This would not be all. I calculate we would clear 200% on this one. Apart from this booklet or pamphlet, we would sell our photos & show them that they are not cards, but real photos, & sell two for 25 cts. We could also sell other P.C. books. I have been offered them by the Chicago firm at a profit of 50%. Then we could get a lot of Earles Booklets, & pay him for his cost of same, & sell them at 25 ~~cts~~, & also sell the monthly magazines of "P.C." Strength & "Health & Life." Many would buy three or four of these things, & if we could get hired for the free attractions by the Fair committees, we are sure of making good money. All we would want would be a small platform for me to demonstrate P.C. & show our wares, & you could be selling whilst I lectured, after you spieled about me first. Also we could handle some embrocation, or liniment, or herb nourishing medicine, & have our names on it, as makers, etc. We could use our physiquess up to back up thier qualities.

I have worked on this stuff, & with these added sales, & grandstand performance we could make good pay.

You say you are not acquainted with the method of getting shown. Well, this is mostly my fall work. You have to write in to any of the big carnival men, & ask them if they can book us for any free attractions for our act, & ask for a concession. They can often book a man for a percentage, which helps them & us too. Again there are concerns that handle free attractions only, who could place us over a circuit of fairs or outdoor events.

Again, Advertise in the Billboard, & also get a list of the best fairs etc, & send each escretary a letter explaining the act, & what we want. A man has to write them all, & then he can see how he is fixed, & by doing this you can fix your jumps. You ask about how much is generally given. I have got from \$25.00 a performance up to \$100.00. Never less than \$25.00. *That means for one day.*

In my way of thinking, here is the big money maker, & the big opening for our future plans. What do you think?

As for an act. That is not hard for you & I. In an hour we can arrange an act. You say that there is more acts than openings. Perhaps so. But have you ever considered the fact that there is very seldom a strong act before the grandstand. I am positive that with a few try outs together we could do a sensational act.

As it is, I could run my act with you as announcer. I like to have each feat announced, which takes well, when we work together we could use cards to announce any special feat. My act consists of using two bells (barbells) & throwing them around in different positions, with one & two hands, using men also, & where I have a partner who understands how to use himself I have some good feats to use him in. We could run a good kettle weight act together, & I believe together we could work up some sensational novelty act, that looks ~~strong~~ strong, but is not. I know that we could do a good posing act, which would put it over other poseurs, with being lifters, & remember such has never been done before grandstands, & statuesque is going strong just now.

As for baggage, my acts are such as does not require much, as I try to do away with as much as I can, & once we got together I have two aerial acts that we could put across strong, & should draw big.

We should be able to work vaudeville acts, in a speciality strong act.

I can do three or four acts. Statuary, novelty strong act, balancing, & a novel self defense act. There is two other comic athletic acts we could do

I jsut had to turn down a vaudeville engagement thru a partner falling out of the game.

Now what you want to do is just this, if you like this idea. Write out an act that will take about ten min: for two men, the more novelty the better, as real strength is not appreciated, & I will send you on my act, & we can see if we can do them without much training, & then you see the Theatrical managers you have worked for, & see if you can get us a circuit. Tell them what we do, & tell of our reputations, & we will have to decide on a name, & then we can have letterheads made with our real names & proffessional name, etc, which will do for all our work. You will understand now why I held over the letterheads un-til now. One thing will do all, & if we are going into the P.C. work we want to make all the money we can, & get as much personal publicity as possible, to boost us up, & get all the inside knowledge also.

I hope you understand me, & whatever you do, you can bank on me. If you see any theatrical managres, talk up our act, & if you get a booking I would come a few days ahead of time & work out. My weights would do us both, but we would have to get kettle weights.

I am doing a lot of writing now for fairs engagements & to theatrical managers, & shall tell them of our double act, & if I get any booking I will let you know. Of course I know you will want to wait till your wife is O.K., but the way I look at it all, Ottley, is it is no use us working for an existence, when we can get more by our abilities if we get after it with energy.

I know you are honest, & I beleive you know I am, & we will work for each other.

Whilst we are doing one thing we can be preparing for the others, & to a better advantage when we are together.

If we can book our acts for the fairs ourselves we save the agents comission. Going back to the booklet proposition. I would only want two cuts, but no more than three, the cut being three or four inches

Locking thru your letter I find that I have covered all your queries, & hope that you understand everything.

Any American printing I ever got done, I got Earle to get fixed for me, so you will know as many others as I do. I take the Billboord, & I suppose you do, & that will give you any new lists you would want of new names.

It is no use getting them printed in Canada as the duty sending over is too monstrous, that is why I wanted you to look it up over there.

I would look after the space rates for advertising, & canvassing the concerns. Now I think that this is all, & I hope you can write me soon, for if you can & decide to go in for the fair attractions, then I will write the magazine firms, for fees & commission, & I would write out a few exercises for the phamplets, & we would advertize right away in The Billboord, & you could write all the fairs around, & see any agents, enquire at all theatrical Houses, as many are agents for such, I have seen Pittsburg houses mentioned, & I will also write to to Free attractions assn. What name should we take?

"The Herculean Bros" The Vulcan Bros. The Spartan Two. The Strongfords. The Atoms o' Power. The Strengthites. Suggest something.

I thoroughly agree with you about Atlas. I know what his measurements are, as Earle took them when they trained together, & know just how I compare.

You say your legs are as good as his. Good Lord; Ottley. I would not give your pair for a dozen of his. Yours was power

They were not looking for development for I am convinced that it was all cut & dried beforehand, as Earle told me so. Tho, say nothing about it.

Atlas will be a failure I believe. He was strong on dipping, like Earle, & that was all. Earle has awful legs. Terribly thin, but he does not brag, & is a real man, every inch of him, & I am only saying about his legs to you being a pal. Anyway Earle would tell you so himself & show you them. The other two winners were very poor to my judgement. Your development was vastly superior, & I wish you had some pictures of yourself doing the different controls, so I could write you up. Again Earle told me Atlas's lifts were not so by any means. You bet he will never show what he can do.

Don't worry Gay will never involve me. By the way, I happen to know he is preparing a fake record lists of his own for H & L. The one I told you he wanted me to send in, which I did not, well he wrote me for not sending it in, & he says the editor wants it, & he is sending one in himself. Of course Bernard does not know the truth. When we get record certificates out, he will be up against it, & I will see that he is too.

By the way Ott: I have a lot of trouble with Bernard. He never answers my letters re membership blanks or record certificates, & he has all the money, & answers none of the other reps queries about them, as I got them to write him of them also. It seems to me he is only using the asso for the subs he gets out of it, & does not give a damn for the rest. I told him straight in my last letter that he had hurt the asso bad, & that members were feeling sore about it. I lied, but I believe I am justified, & I am confessing only to you as I know you will believe my motive, & keep it quiet. I told him members were asking if it was only a money grab, & would be wanting thier money back, & what was I to do if they did, as he had it. They have not said this, but many said they would not join until they saw results, as some complain they never get the mag: after sending in the sub for it. This looks bad you know. I wish you would get after him. I told him I could not be writing letters the way I am, as I have no time for anything else, but answer queries about the asso, & H & L, & where the money was. I pay it all out of my own pocket. I told him I could not be telling them all the time he was rashed with work, & could not get the certificates off the press. Once is enough.. It costs me an average of from \$1.25 to as high as \$3.00 a week answering these letters, & I cannot afford it, when we are getting no results. If we were I would gladly do it all. You would be surprised at the amount of mail I get, besides other mail that constitutes my living, & I told him I could not neglect that. He will have to do something, or else I will have a proposition to put up to you members.

I believe that it is definite now, that Snyder will lift Marineau on the beginning of Feb. Lifts are not settled yet, that is, Snyder has to be heard from as to which of Marineaus he will pick out. I'll tell you all about it, as he wants me to go with him to Montreal. & I am seeing they are putting nothing over him. I sold him a bar of mine, a Pullum bar & Con: belt. He will come up a few days ahead of time & stay with me to be coached for the contest.

I figure that my winning the H & L contest was ahead of Atlas as we were all measured up, which can be advertised over Atlas. Eh?
Pullum still hold the Rectangular fix record of 100 lbs. I do not know of any Pro record on this lift. Do all you can, & say, a good idea, which I will work. I will write the editor that I have received \$1.50 for three records to be attempted by Pittsburg lifters, & I must have the certificates ready, this may move him, & I will write Calvert about your record, & will write you up

in our mag: & H & S of Eng:

I might say a guy by the name of Lewis in the 154 l's clas did 107.

I hope you do the 105, & I will write Pullum of it, & ask him to write you a congrats letter, for future reference. I will do the same. All good stuff.

Now old man I will draw to a close, & hope all is well with you now, & that you got my last letter about Sloans sub:

Make the record & I will get you fixed up with Bernard & the others.

I hope that we can get busy on some of these propositions, & I do not see why we cannot make some money for ourselves.

I shall write the Coney Island Broadwalk for prices of concessions down there, if Travis can sell so can we, & we should try Atlantic City^

Just send me the name to star by, & we will get 1000 letterhead & shoot them around.

If you ever see any opportunity where we can make any money anywhere jsut let me know.

As ever. Your sincere friend.

A handwritten signature in cursive script that reads "George". The signature is written in dark ink and is underlined with a single horizontal stroke.