

Strength

MAGAZINE

PUBLISHED BY THE MILO PUBLISHING CO.
2741 N. PALETHORP STREET
PHILADELPHIA, PA.

December 14, 1926.

Mr. Ottley R. Coulter,
c/o General Delivery,
Uniontown, Pa.

Dear friend Ottley,

I have not received an answer to my last letter to you, but I hope you will give this your immediate consideration and wire me collect as to how you would consider this proposition that I am going to lay before you. You remember when you were over here a year ago last June you asked me if ever a position presented itself that you could fill, would I give you the chance. This is the first time that one has appeared in which I think you could fill quite well. Of course, the whole thing resolves around writing and the method of writing to suit our magazine policy. Whether you consider this proposition or not as to whether you would become attached to our staff or not, I am offering you \$50.00 to write three articles; one article on Wrestling, one on Women's Exercises, and one on Men's Light Exercises. No article to exceed 2500 words or less than 2000.

The biggest trouble with our writers is that they do not group their writing correctly, nor adhere to our policy so I am giving you a few ideas which you can think up on and use throughout these three articles.

Each article must be educational. Each must be inspirational and contain a lesson on exercise. Be conclusive in all your articles, and reduce technicalities. Don't leave anything up in the air, finish every thought and leave the impression with the reader that future issues will discuss other subjects along these lines. Provide a climax so that they will continue to read with you. In Wrestling, give a narration on some great career or some great match much after the policy as written by Dean Carroll, but convey exercise. Don't appear commercial, but always carry the subtle influence of the fact that they must read the Strength Magazine every month, and by taking up the exercises buy something from us. I guess you get this all right.

I want you to write these as quickly as possible and let me have the three of them inside of two weeks at the latest, then I will mail you a check for the \$50.00.

Any photographs you want to adorn the articles with, kindly explain what they will be and we will get a pupil to pose

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for you, or in the Wrestling Article, we can provide you with the athletes, no doubt.

Of course, I would like to see you attached to our staff Ottley, but I don't know how you are situated where you are, and I cannot guarantee as to what you would get, but you can make an offer as to what you think you would be entitled to. Your work would be to write three or four articles a month, and help me on some other things. The job would be permanent, and as this Company is growing tremendously fast you have all the opportunity to grow with it.

You might be surprised to know that we do all our machine work, nickle plating, box making and everything connected with our outfits. We are the only Company in America doing our own printing and we have just put in another huge printing press. We are now doing our own photography and Art work, and have completely taken over the third floor where we had our shows. We are expanding more in the near future, so you see what is ahead of you.

Of course, I need not explain the fact that working with me you will be given every consideration as much as lays in my power to help you in any way possible. Of course, if you do not accept this offer, would you be prepared to write three articles a month for us and receive \$50.00 in payment, for a period of at least three months.

Before I close, I might say that I have not the slightest idea what you want for this work, but I know what we could pay. The last person that had this position received \$30.00 a week, but I am sure we can give you \$35.00 to start with.

Now old man, think it over and while I am not going to persuade you one way or the other, yet I would be the happiest man in Philadelphia if I knew that you would come. It would be just great to have my old croney back with me again.

Wire me immediately what you can do. Of course, the articles are what will decide for us whether you can fill the position or not, but I have confidence in you, for I know that

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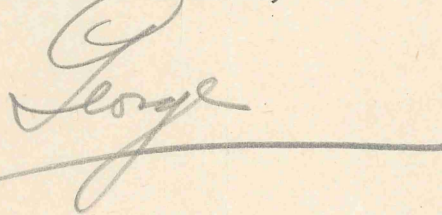
are a
if they/ a little different you have got plenty of willingness
to be instructed in just what we want.

If you can consider the proposition to come, wire us,
but first write your articles. That would give you time to
settle anything you wished to in Uniontown. If you cannot, but
can consider writing three articles a month for three months
wire confirmation of that instead.

Now, please Ottley, let me hear from you immediately.

With best wishes and kindest regards to yourself and
family, I am

Your sincere friend,



GFJ/CM