

Inkerman. Ont: Canada.
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Dear Pal.

Your welcome letter to hand, & was glad to know you had received the photos safely, & that you liked them.

First of all, I am going to tell you of another little Gay episode. You remember me telling you what Gay said he had wrote Snyder. Well, Snyder wrote me this week in answer to mine of last week, & said it was a lie, & showed me the only letter that Gay ever wrote him, & in it, he excuses himself & Weber from the match by stating that I demanded at least \$100.00 garranteed for Bob. Did you ever hear the like, & I never made any mention of garranteed, but only repeating what Bob wished. Return fare, & a medal for winner & loser.

Some man he is, I'll say. Eh?

I just heard last night that I was the winner of the "Health & Life" Posing & development contest, which will give me more publicity.

Now I am not going to write a lot about the other guys, but am going to dwell just upon our business projects.

Now as regards the size of the booklet, I agree with you, that pocket size will be more fitting, & of course we want good paper, with an attractive cover.

As regards the make up of the book will say that your work will be on the development of a certain set of muscels.

Thus.

You would explain the muscels as extensors & flexors, & how they worked.

Stating which muscels were more or less in a rudimentary form on ordinary man.

What muscels are apt to be not developed enough inaproportion to the work that they can do.

Then give exercises that will give them real results, both for health & power.

This will give you more Than four pages, which would not be enough, whilst

I thoroughly beleive in quality in preferance to quantity.

I would then continue to follow your chapter, by stating how those muscels govern certain lifts, & explain how one lift should be trained for, & done.

Twelve pages of material would be enough, & then we would place in each book your picture & mine, & every book a different pose.

We would then give one page to records.

If we were dwelling upon the T.H.Con^VJerk, we would give the records on that lift by all weights & nationalities.

Two poses, or cuts would be enough for each lift. Enough to illustrate correctly the difficult part of that lift.

With your work, you might get it outlined by lithograph work, which may come cheaper. One thing we should carry in mind, is the fact that, as we accumalate

cuts, we are building up the stock for our course, & would not be out any.

I am giving you the names of some engravers in the states who do it for the proffession, which comes much cheaper than otherwise.

You can see the printers of your city, & see how prices compare, & state you wish for about wtwelve pages of writing material. Two pages for full poses, one each of you & I. Two more for the lifting illustrations, & what you would

consider necessary for illustration for your work.

Making about twenty pages in all.

We can also canvas some advertisers, & offer them cheap rates in our pages, which would enlarge the book, & help pay expenses.

Also we could have a page of our own, advertising our other books, & also the sale of original photos of ourselves & other famous athletes.

Actual photos sell better than cards, & we can get them printed reasonable.

I can get actual photos post card size 1000 for \$22.00, & I believe less.

Of course we do not have to get that amount, but we can get 100 for ~~\$22.00~~ \$3.00

Three cents each & sell them at ten cents. 8 x 10 for 25 cents each, & sell at \$1.00 each. & so on.

I would solicit Earle to place a leaflet in each course, & we would keep a list of all names & catalog them for future ~~events~~ *reference*.

You satisfy yourself on the grade of paper, & then ask the printer what would be the best cut. Zinc, or copper, & what screen. He will understand, & then we can tell the engraver just what grade cut we wish & the size.

Of course we do not want to tell all we know, as that would be no use, & I am wise enough not to tell all I know in my writings. You want to write just enough to make them curious for some more.

I am pleased to note you have experience on advertising writing. I have done some, & Earle has his own publicity man who looks after that end, doing all the write ups himself & then having them printed.

~~Now here is another proposition that can be worked in collaboration with this work, & which I have considered seriously.~~

We both are showmen. Why cannot we work up an act, & work at fairs for free performances before the grandstands etc, & also make a deal with them to cover a concession, & after we give our act, we take up our concession, & I will demonstrate, or you can, & I lecture, & then sell our booklets, & photos, & also magazines. "Strength" "Health & Life" & other mags, & have a pamphlet printed with a number of exercises & sell it as a course to the lockers on. Just stating that they are a set up, for health, & treating small ailments. These could be sold at 25 cents, & I know we could do big business. Travis sells magazines, but has no ability to demonstrate the physique & its health requirements, & lecture. We have. What with the money we would pull in with our act, & this other, we should sell good. All mail could be forwarded to us, & we could send by mail to those writing in for booklets.

We could also sell ~~embracements~~. We could advertise in the Billboard for our act, & write to fair secretaries, & other places.

Think this well over, & let me know, as it would be no trouble for us to work up an act, & we could be preparing for our course, & building our finances at the same time.

The write up of Atlas in "Strength" was the most foolish ad: I ever saw. Such darned tommy rot for any man to boast about. People will think he is a conjurer instead of an athlete. His measurements. What a fake they are. If his forearm is 14 ³/₄ then mine is 17, & as for his lifting ability, that is more punk. Watch him, Ottley, he will fall down. ~~That~~ *That* stuff is no good.

My relations with Earle is just as you surmise, and I never tell anyone, yet

He & Travis looked well

my development & achi vemeats were acquired long before I ever knew him. Earle will not hurt us if we do start up, as he told me he would do all he could to send any pupils he was thru with, my way.

I had a long letter from Calvert, & he told me he was featuring me in the Feb: issue. (I was pleased to know what he wrote you of me also)

I am trying to make a match with Snyder & Marineau, but do not know how it will go. I am getting sick of these matches.

You ask what was the trouble with Travis. You know as much as I do. He just wrote we had delayed too long, & had booked himself up, & I had only had a letter a few days before.

I heard from Matysek this week, & he says he cannot work for nothing. He claims he gets ~~xxxx~~ \$500.00 a week at his home town theater for his act, & he does a lot of wrestling, & got \$100.00 last week for one match. I know he is lying as I positively know he cannot wrestle. He says he can get backing for \$250.000. How does that strike you? Against any man up to 200 lbs. What about Stecher, he is only 100. I will wrestle him myself, & I am only half the man I was prior to breaking my shoulder. I will tell him I will meet him.

He says he is not out for name or titles. I wonder he came to New York, & make such a poor showing. He talked different then, claiming that the belt would build up his business, as he was broke, & had ceased advertising as you know. He cannot put that dope over me, & if he wants to wrestle for side bets, I can supply him, & take his money.

I shall write to him to-night.

The record certificates are done, so Bernard wrote me last night, & you will get them as soon as possible, & make all the records you can. Your showing is good in your class, & nothing to be ashamed of. Marineau is just a wonder in his class, & like Max Sick, seldom met with.

Ne, his methods are not good, as I have corrected them, & made him lift more. All they do is just lift thier uttermost every night. Never practise how to do it best, or develop the muscels. He has no physique, & that is why all French Canadian lifters drop out so early. They get muscel bound, & lose thier vitality early.

Frenchmen, like French horses, are naturally a strong bunch to start ch. Now I guess I will close & hope that I have made all plain as to what you should do on the books, & you can let me know accordingly.

Wishing you a real happy Xmas, & that the New Year will be full of success & prosperity for us both.

Your sincere pal.

George

P.S.

I am writing this in haste. Altho I am busy & time is short & I am anxious to get this to you.

Have you seen Pullman's new book?

over

Send me all your ideas so I can go into them.

Think out some good titles & we will submit our best for the books.

Flamboyant as generally expressed is "some person who aspires to prominence & is buoyant by air" has no grounding.

Manipuk therefore appears to me as a buoyant flame.

I am enclosing titles here