

Inkerman. Ont:  
Dec 6. 22

Dear Pal

I got your welcome letter & take great pleasure in answering it. I suppose that you are waiting anxiously for my photos, well, you can expect some anytime now. I have had a lot of trouble getting them thru the Customs, & have not got them all yet, but expect to soon, & will wait till they all come, when you shall get the set.

Well Ottley, old man, I wish I was in Pittsburg, & we will hope from the future, just now I am interested in laying the proposition before you of the booklets. I guess that the Milo people are not going ahead with it since I refused their tour, which was as you say, all for them, & me only in the hole, if any went in. I do not see why there should not be a market for same, as you know we have no real athletic library over here, & the method I proposed to adopt was this. You write the first chapter of the book, which would cover in a concise practical way the development of a certain part of the body that governed a lift. We will say for reference, the bent press. Then, I would write the next chapter on the lift itself, explaining how to adopt the best positions to succeed.

The booklets to compose of only two chapters, & in serial form, for this reason. There are lots of lifters & men who seek development, who only wish to build up certain faults, & they know that by buying whole books, they have to read too much, & then it is impossible to give them the real substance, which we could do this way. It would also appeal to the man who does not wish to be a lifter, but who knows that what will develop the physique to give a lifter results, will give him them, & many a lifter who has succeeded on some points, & has a weakness will buy it for the lift, & they can specialize, by buying whatever booklet suits them. These could be retailed at 50 cts, & we could get out more, as was required, which would be less outlay for us at first, than what a book would be & with greater profits, & by making a series of them, we would be drawing in considerable more than what a book would bring. If we put out six booklets, we receive \$6.00, & we could not market a book for that & sell.

What I want you to do, is see a local printer in your city, & get his price on different xxxx amounts of booklets, & on the different sizes.

Then we can figure ourselves what cuts would be required, & have them made according to the quality of the paper.

I propose then that we see what "Strength" wants for an advertisement, & that we have a number of single sheet printed, advertising the booklets, & send them to the addresses of physical culturists that we have, & I would seek the co-operation of Earle, to allow us to have his stenographers, place a leaflet in each letter they send to pupils.

The reason I suggest that you see about having the material printed in U.S.A. is simply because the States would be our biggest seller, & the printing is cheaper & to have a lot printed here & sent to you would be expensive, as duty is about 40%. All Canadian orders could be sent to you & shipped, & we would both go 50-50 on expenses & same on profits. There is the idea, & Calvert liked it, & perhaps they will do it themselves, but our united prestige is as good as his, & should be a big boost for us.



This would give us an idea on a course by us, & we could see just what a course would cost us to put out, for I believe that you & I could give better advertising than any of the rest, as we have more real men who will back us. I would propose that we call our system a company name, & state that you & I as the two leading exponents on the continents were engaged by this company to give pupils the advantage of our experience. We could array all the great men up in a booklet that we have trained, which would have a bigger effect than what the others can give.

This we can go into later more exhaustively.

Gay is not so friendly now, especially since I told him that the possibilities were that I was going to receive backing to run a course. I did this to kid him, & politely tell him he could expect no more advise from me. He don't write.

The sucker wanted to be in the A.C.W.L.A. just to get publicity, & has not sent in one member. He says he wants to see wether it is going to be a go first.

Some talk from a man who is looking for notoriety from it for himself & his pupil. I have got a lot of billheads printed & cards, a card I am enclosing, as a professional appearance & make our proposition look more business like, if we make it a go, but anyhow it is needed for my work as a exhibitor.

I wrote Calvert asking him to boost the game by giving the diplomas, etc, but have not had time to hear from him as yet.

With the proper amount of books & selling photos, subscriptions & giving exhibitions I believe we could make it pay good, & wish we were together so we could make a little try out by ourselves. There is money in it, but "Strength" is afraid to take the chance, & want others to do it for them.

Bernard wrote me last week that he was having the certificates made, as I sent him a draft of how to prepare them, & you will get them as soon as possible.

I thought that I wrote in my last letter that "Marineau did the lift in the harness lift, & I am satisfied that it is genuine. It was not a back lift.

It is not given "H & L" as a recognised A.C.W.L.A. record, as he has not joined us yet, but intends to.

You say that Canadian lifters appear to be way ahead of U.S. lifters. There is no comparison Ottley, for I possitively know, as I have judgel too many of their records, & if they only had the science as we know it, they would be marvels. Marineau just failed to lock his arms, in three attempts with a 300lb bar-bell. In the T.H.Con: Jerk. Imagine that from a 140 lb man. Twenty pounds more than his body weight, which is a greater feat than when done in the T.H.Anyhow, with bar-bell & kettle weight.

You refer to Snyder being at the top of the class in your previous estimation.

I wish you had seen some of the men in Snyders class I have. Y&t I believe with the same knowledge of training that these others guys have had, Snyder would give them a run. I believe in that guy, & feel sorry I have not had the time to write him.

I appreciate the knowledge that you have such a host of photos of boys who would help if we ran a course, & I have the same, & as I have wrote before, a booklet showing all our classics would startle the whole biz.

Travis has backed out of the Giroux contest on the eve of signing articles. Matysek now is making a demand of \$1100.00 win lose or draw before he ever comes to Montreal to meet Marineau or any one else. Do these guys want to lift?

I don't think so. Matysek says, "as I am the recognised champion now, I have

*the right to dictate."*

Poor fellow. I wonder who recognises him. "Physical Culture" really believe he is flamboyant, & none other asso: accept him on those punk lifts. He has got the belt, & says it is beautiful. I do not know wether I told you or not in my last letter, but there is an undercurrent of corresspondence going on between these guys, that they think I know nothing of/. It looks like they were trying to frame, but I have the drop on them, & told them I would expose them if they went ahead without me, as it would be proof, & I have the press behind me. Giroux is strictly on the level, & will back himself, but Travis nor Maty want this kind of a match. They want real easy money. I did not say that Alzin did 275 in the T.H.Snatch I believe I wrote 256.1/2 unless I made a mistake. He beat Vasseurs amateur record, but he should do more at such a huge body weight. I believe Giroux can satack 250, as I have seen him play with that weight. F.Le Breton at 185 did 254 1/2 Tell me how you like my card, & I will send you the photos just as soon as I get them all here to send together. I shall surely appreciate your new photos, & we must boost each other, I gave Bernard a great write up on you when I wrote him, telling him how I met you in N.Y. & your sincere earnestness for the cause. Xmas will soon be here, & I may here from you before, but if not, I sure wish you a very happy, enjoyable time, & I hope that the new year will bring us better prospects, old man. You can let me know about the booklets, & any new ideas that you might have. I do not propose to decorate them with lots of photos, as the cuts cost too much, but we will feature one page picture of some famous athlete, or have one made on a loose sheet, enclosed, & advertise a free photo with each copy for framing. Well I will close for now, with kindest regards, & best wishes.

I remain.

Your sincere pal.

George V. Swett