

Dear Friend:

This letter is going to be full of interest for you. I want you to read it carefully and answer as quickly as possible and frankly.

What I want to know is are you in favor of seeing a new Physical Culture magazine. One that will be entirely for physical culturists, strength lovers and seekers for better health with special interest shown toward forwarding physical progression?

I have been approached on the subject and the post of editor in chief is assigned to me with a free hand given on the subject, in return all the best cooperation is offered me to see that a superior magazine is put out constructionally and editorially.

Now I am willing to accept the proposition if I can find enough interest in the various localities from my old supporters and lovers of the magnificent movement to warrant me going ahead. It will be a magazine entirely for the people. Not a graft.

I have the finest editorial staff lined up of America's foremost authorities, men with whom you are editorially acquainted. The magazine will contain the brains of the best writers and teachers every month. Not half a dozen non de plumes of one writer as is too often the case. The best paper will be used for printing and artistic talent in the picture lay out, illustrations and cover page, etc., and every effort made to spread the movement nationally.

You will be invited to take a personal interest as a special representative of your state. Each month a short article by you on local observations, conditions and on improvement will be accepted.

It will become the national organ of the A.C.W.L.A. <sup>association</sup> The membership ~~will~~ will be included in the annual subscription price to the magazine of \$2.50. It will also be the organ of the A.A.U. branch of heavy athletics.

It will be sold for 25¢ a copy on the newstand, distributed to subscribers as is the usual procedure.

Would you be interested in helping to push the magazine over by boosting and securing subscriptions? We could make the proposition interesting for you on a commission basis and authorize you as your state representative for the magazine and the association.

Will you please reply by return giving me your views and stating whether you will help the movement.

I will be eagerly waiting your letter and trust to receive your cooperation.

Sincerely your Friend,

GFJ'AC

George F. Jowett.