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HEALTH PRESS
SUITE 714, 111 WEST MONROE STREET
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Sept. 30, 1926.

Gerard Swope, Esq.,
Pres., General Electric Co.,
120 Broadway,
New York City.



Dear Mr. Swope:-

Please take the two minutes necessary to read this letter. I think it will be worth your while.

I have just read -- with interest-- your letter in "Side-Track The Reaper" published by the Health Conservative Service of the Equitable Life Assurance Society, in which you announce that you have a thorough physical examination at least once a year; and that you are seeing that all the leading men in your organization far down the line, follow the same course.

This is, of course, a wise thing to do. Your letter was also read by an official of a medical association who suggested this letter to us.

Wise as the examination is -- would it also not be wise to make the examinations 100% or as nearly 100% as possible? The examinations, of course, do not prevent -- they show the way to correct trouble.

Here is the reason for this letter. I am enclosing a booklet "How To Be Healthy, Trim and Strong" -- which please accept with our compliments -- which I hope you will take the few minutes necessary to read. It was published only two weeks ago and has met a real response. Several competent reviewers have called it "The best and wisest book of its kind ever written." Most books of its nature are large and cumbersome and most of them are written by professional athletes or strong men whose very names or reputation discourage the reader or imitator. This is by "A Business Man Who Proved It." It is based on actual experience and is full of common sense. It is in compact form which can be carried in the pocket and used at will. Being in book form it will seem more authoritative than the same truths printed in consecutive issues of the magazines or newspapers. I say this although I have been an advertising man most of my life. The use of the book, if its advice is followed, will undoubtedly make better and stronger men and lend less fear to those yearly examinations.

Therefore -- what would you think of buying a number of these books to present to your colleagues and certain of your employees. We think we can guarantee that in addition to...

Gerard Swope, Esq.

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few weeks or months in the added efficiency of those to whom you gave them.

May we hear from you?

Yours very truly,

HEALTH PRESS.

J. A. Keith.

GAK:S

P.S. Of course, we could make terms on large quantities at less than the regular price.

H.P.