

the office to offer an article to Joe, or get paid for one. Usually he threatened Joe that he'd "blow this fucking place up if you dont pay me." I never mixed with him socially and only had contact with him on his visit to Joe's place.

As for socializing with staff members, rarely. I lived in the Bronx and my home was an hour's journey away by subway and bus. The others all lived in Jersey apart from Bresline, Bill Wise and non permanent staff members.

I did ONCE visit Horvath and his family and he ONCE came to my place. That is all. On a few occasions we did go out and have a beer or two, but never made a habit of it.

Thinking back too those days--- now almost fifty years ago, I am of the opinion that all of Joe's mags were well laid out, AFTER Bart and I started to work for him. He had two very good lay out men in Waldrop and Stra in a they new type faces very well and used them to great effect. One only has to glance through the old copies to see this.

I particularly enjoyed working on BOXING AND WRESTLING. It was MY BABY. I had urged Joe, cajolled him might be the better word to use, into branching out from muscle mags. He said, This was his first independent venture. In fact I liked to work on all his mags and I was THE ONLY ONE WHO WAS ~~NOT~~ WRITING FOR ALL HIS MAGS, apart from the fag mags, with which I would have nothing to do, and the Baseball mag, about which I knew nothing and was content to have it that way. Some of the historical content of Joe's mags, particularly in the days before Bart and I were working for him, were not too accurate. But all in all and, again in my opinion, they were the best bloody mags of their type ever put out--- PERIOD. They had a certain down to earth quality, a forthrightness that his mags so sadly lack today. I wrote for every bloody one of his mags--- again excepting his fag mags and his baseball mag, and I was THE ONLY ONE WHO COULD DO THAT. NO ONE ELSE ON HIS STAFF COULD. PERIOD.

Yes the mags were fun to work on; Joe spoiled it all with the way he went on and his obvious determination to screw every ounce he could out of those working for him. He treated his employees not like trusted men but as BUSINESS RIVALS. I think he was just unable to help himself doing this.

Yes, bodybuilders DID work as shipping clerks. When I went to work for Joe on January 1st, 1950, we had but one shipping man, Abe Goldberg. At this time when it came to shipping and unloading weights, we ALL took a hand, Joe, me, Bart and Abe. But as he gradually grew bigger, he got more people involved in the shipping. At this time, 1950, we occupied ONLY the ground floor. The two upper floors were occupied by a dress making shop. But they moved out and Joe took over the entire building. He then hired Colbert and, when Abe opened his own gym then took on Len Peters. When Colbert was hurt in a motor cycle accident, Joe took on a splendid little bloke named Julio Acosta. What happened when I told him to stuff it--- Joe I mean--- I don't know. By that time he had moved into a new office which he had built a mile or so way. What happened to the old 16 Hopkins Avenue address I don't know.

The photo session. Some time Joe was on hand to oversee them but mainly he used Lon Hannagan and Lon knew his stuff, so Joe didn't interfere. But with others he did save his nose in and rightly, since some of them didn't know what they were doing. Joe knew what he wanted and saw he got it.

At what point in my career did it dawn on me that I was being faked? Well this happened after I had told a young wrestler that I'd give him an award as Rookie Of The Year. So I told Joe and he agreed. I set up the deal,