General Strength

With instances and illustrations of a few of our pupils.

This cover design was posed for by Charles MacMahon whose letter appears on page 2. He is a Milo pupil.
Not one line of this beautiful figure was altered or accentuated.

Issued by
The Milo Bar-Bell Co.
Offices–Showroom and Factory
1116-1122 Olive Street
These pictures, fine as they are, hardly do justice to the beautifully balanced development of my pupil, Charles Mahon. Weighing 135 lbs. when he commenced training at my system, he now weighs 175 lbs. after six months at the body-building course. He has now spent about a year at mixed work, that is, he has practiced the developing exercises and actual lifting.

At present he measures:

- **Chest**: 41"
- **Upper arm (Biceps)**: 15"
- **Forearm**: 12.5"
- **Vartus**: 31"
- **Thigh**: 27.5"

He can raise 190 lbs. above his head with one hand, using the "Bent Press," and can "snatch" 150 lbs. with one hand.

Personally I think he is one of the most evenly developed men I have ever seen. Only 19 years of age, he has still plenty of time to increase both in size and strength. I need hardly comment on the fine arm, back, and leg muscles displayed in the upper figure, nor is it necessary to call attention to the beauty of the leg and back development in the picture in the cover design.

May 28, 1913.

Milo Bar-Bell Co.,

My dear Mr. Calvert:

I wish to state that I owe all my present strength and muscular development to training with the "Milo TRIPLEX Bells, under your directions. When I first bought a Bell from you, I was not larger, and certainly no stronger, than the average boy of my age. I am a thorough believer in progressive exercise with adjustable heavy weight barbells and dumbbells as the best means of developing enormous strength and a "Perfect Man" physique.

Yours sincerely,
(Signed) Charles C. MacMahon.
These pictures show the tremendously powerful build of Mr. Henry H——, a Philadelphia attorney-at-law and a pupil and friend of mine. At the time he bought his first dumbbell from me he was a tall, slender youth. Some people claim that no one over 5 feet 7 inches in height can become very muscular. Mr. H. is about 6 feet tall, although he is so broad that you do not realize his height until you stand alongside him.

Mr. H. has an upper arm measuring \(16\frac{3}{4}\)", forearm \(13\frac{3}{4}\)", thigh \(24\frac{3}{4}\)", calf \(17\frac{3}{4}\)"—weighs 195 pounds. Certainly an impressive muscular figure. In feats of pure strength he is remarkable. Sitting in a chair with his right arm hanging at his side and a 50-lb. dumbbell in his hand, he will slowly raise his arm until it is in a horizontal line with the shoulders. This is infinitely a harder job than pushing a "Fifty" aloft and then lowering it until it is "muscled out."

He can, without apparent effort, and using only one hand, pull a 175-lb. dumbbell from the floor to his shoulder, and using both arms he can "curl" a 170-lb. bar-bell from hips to shoulders—far more than most professionals can do.

To his great arm power, Mr. H. adds an almost incredible strength of leg. Reader, did you ever try, while holding one leg straight out in front of you, to bend the other leg until you practically sat on your heel, and then to rise up again? Considered some stunt to do it once—and yet Mr. H. will do it a dozen times in succession while holding a 50-lb. bell in one hand.

Mr. H. practices heavy dumbbell exercises merely for his own gratification, and because he frankly likes to be strong, well built, and "fit." Many of the artists of this city are among his friends, and when any of them has to illustrate a story where the hero is "A man of Herculean proportions," Mr. H.'s services are in demand as a model.

Mr. H. started training at the age of 23—a time of life when most men think they are through growing.


Mr. Alan Calvert,

It is a couple of years since I purchased a set of your apparatus and I take great pleasure in attesting the benefits derived from the use of same. Then I weighed 145 pounds stripped, to-day my weight is close to 200 pounds and all muscle as you will observe from photos of myself. I regret that I have no picture of myself before using heavy weights. The comparison might have been instructive. I attribute my present physical strength and condition to the use of heavy weights entirely, and I will go further and say that absolutely nothing else can produce such a physique, for I have tried other methods of training, such as light dumbbells, gymnastics, athletics, etc., and not gained one pound in weight nor fraction of an inch increase in any of my girths. To this I wish to add my appreciation of your kindly interest in my development and to thank you for your many suggestions as to training, which have been of inestimable value to me.

Very truly yours,
Henry H——
General Strength

That is, the strength of the body AS A WHOLE, is possessed by comparatively few physical culturists. Many men and boys have special strength—the kind of strength that is impressive in a gymnasium, but cuts little figure on an athletic field, or even in the ordinary walks of life.

For example: Consider the trapeze, or “Roman Ring” experts, who star in vaudeville. Marvelous biceps those chaps have, fine deltoids, and splendid chests and upper back muscles—but such hips and legs! It always looks to me like the body of a man placed on the top of the legs of an undeveloped boy. Having light legs is a help to a trapeze man, because it makes it easier to “chin” the bar with one hand, but it undeniably makes the man LOOK WEAK—and his looks do not belie him. Put the average trapeze man in a football game, and a good lineman will push him all over the field. The football man’s arms may be smaller, but his back and legs are far more powerful, and he has more GENERAL STRENGTH than the trapeze performer. Moreover, the trapeze man, despite his big arms, could not carry a heavy weight for any distance, nor lift a really big weight off the floor.

A really strong man has to be “well knit.” Most physical culturists have disconnected development. Take the light-exercise devotee—his biceps are usually fine, but his forearms and deltoids, while fair, do not seem to be at all connected with his upper arms. His abdominal muscles, and the muscles on his upper back, are generally well defined, tho rather small. The lower back, from the shoulder blades to the buttocks, is invariably weak looking—think of it! apparently neglected and yet the most important part of the whole body! He is generally slab-sided; and as to his legs, the front of the thigh is fairly prominent, but the back (or underside) of the thigh, the buttocks, and the hips, have apparently never been exercised at all. The calves of the legs show little muscle. Taking the whole body at a glance, we note a few prominent muscles. The onlooker may say, “My! What a fine biceps.” Or, “What fine abdominal muscles”—but he never says, “My! What a powerful looking chap,” because the “light-exercise man” DOESN’T look strong.

I tell you, it is pretty discouraging when a fellow puts in an hour every morning before breakfast, pumping away with his pair of 5-pounders, and attends gym two or three nights a week—and then finds that another fellow who plays only outdoor games, can throw him in a wrestling match, or heave a ball farther; while the average day laborer will pick up and carry a heavy burden that the light-exercise lad can’t even lift. Why is it? Because back and leg power make for GENERAL STRENGTH, and strong upper arms and shoulders are useless unless supported by strong back and legs. No wonder the out-door fellow calls the light-dumbbell boy a “Bed-room athlete.”

There is only one form of home exercise which will give greater back and leg strength than comes from outdoor sports, and that is—the practice of lifting and exercising with heavy bar-bells and dumbbells of the adjustable kind.

In every light-weight system I have examined, I have found that at least two-thirds of the exercises were directed at the comparatively small muscles of the arms and shoulders (less than 25 per cent. of the whole muscular system), while the few remaining movements were for the other 75 per cent. of the muscles.

Now look at the pictures of my pupils in this booklet. You will see then what I mean by a well-built figure and GENERAL STRENGTH. Take, for example, the picture on the cover—young Charles McMahon. This lad has 15-inch biceps, solid muscle (outside of fat men you don’t find many 15-inch arms), yet notice how well proportioned the arm is to the rest of the body. Note how this pose emphasizes the big muscle masses—those of the shoulders, back and thighs. This lad can take 500 lbs. on his shoulders and walk away with it. Put an equal weight on the shoulders of the ordinary athlete, and he will “fold up” like an accordion.

Go over the pictures one by one. Notice that no matter how big the arms, nor how broad the chest and shoulders, there is always an equally powerful lower body and legs.

The Importance of the Waist Muscles

The muscles of the lower back, the sides of the waist, the abdomen, and the loins, surround and encase the digestive and assimilative organs. If you want to invigorate your stomach and intestines, exercise your abdominal muscles vigorously. To tone up your liver, exercise the sides of the waist.
If you wish unusual vitality and endurance—if you wish to have a springy graceful walk—the ability to lift and carry great burdens—coupled with amazing agility—then exercise the muscles of the small of the back, the loins and the thighs. These are "the muscles of progression," and they are by far the strongest and most important muscle group in the whole body.

THE SMALL OF THE BACK IS THE KEYS TO the arch of a man's strength. If you are weak in the back, then you cannot be thoroughly vigorous and healthy no matter how big your arms and legs are. I believe that body building should begin with the back and waist, and that the greatest care should be given to developing those parts of the body. The legs also need special treatment. The arms and shoulders take care of themselves when you practice Progressive Weight Lifting.

Concentrated Exercise

The man who uses adjustable bar-bells and dumbbells certainly gets exercise in its most concentrated form. He uses the bells an average of 15 minutes a day. Whereas the ordinary course gives a little mild exercise to the upper extremities, the MILO System exercises EVERY part of the body. If you use a MILO TRIPLEX Bell you can, in a few seconds adjust the weight to exactly suit the strength of any group of muscles. 25 to 40 pounds in single-arm exercises, and 35 to 75 pounds in back, loin, leg and double-arm movements—that is about right for the average man to start with.

The bookkeeper, or the office man, who practices with a MILO TRIPLEX Bell can easily outdo the greatest efforts of the strongest porter in the store. The doctor or lawyer who uses a MILO TRIPLEX can be much stronger and more vigorous, have as good appetite, and as sound sleep as the husky outdoor laborer, and at the same time be infinitely more active and shapely.

The man of 35 to 40 years of age, naturally, must not expect to make as rapid improvement as the youth of 16 to 25 years. I figure that it takes four to six weeks for the "young-middle-aged" business man to get his body into normal condition, and then he can commence to improve. I have sold MILO TRIPLEX Bells to men of 35 to 40 years of age, who had "run down" to such an extent that they would pick their way down a flight of stairs as carefully as if they were 70 years old—while to go up stairs two steps at a time, to vault a fence, or to lift one end of a piano was utterly beyond their power. Yet, by 15 minutes' daily practice with moderately heavy bells, they became able to perform with ease a variety of feats of strength and agility which it would tax an "all-round champion" to equal.

WHEN A MAN OF THIRTY-FIVE YEARS OR MORE TRAINS AT MY COURSE, I INEVITABLY FIND THAT AS HIS FIGURE BECOMES ATHLETIC IN OUTLINE, AND HIS MUSCLES HARDEN, HIS VITALITY AND ENDURANCE INCREASE IN PROPORTION.


BUSY MEN TAKE NOTICE! THE MAN WHO TAKES TIME TO EXERCISE IS THE MAN WHO STAYS YOUNG.

The Twin Secrets of Strength

(a) THE BIGGER AND STRONGER THE MUSCLES THE GREATER THE RESISTANCE WHICH IS NEEDED TO FULLY DEVELOP IT.

The easiest means of developing the big muscle groups is to use bar-bells of different weights—or, simpler still, a barbell which can be QUICKLY adjusted to a different range of weights.

(b) THE MUSCLES OF THE SHOULDERS, BACK, AND HIPS, WHICH CONTROL THE MOVEMENTS OF THE ARMS AND LEGS, ARE MORE IMPORTANT THAN THE MUSCLES ON THE ARMS AND LEGS THEMSELVES.

This explains why a pitcher with only a fair upper arm can deliver a ball with tremendous speed, if his shoulders, back, and loins are strong; and it also explains why a jumper with average legs can clear a great height if his buttocks and lower back are well developed.

I believe that I have evolved the only system of indoor exercise which will give a man a beautiful, symmetrical body, and really tremendous muscular and vital strength, and at the same time enable him to excel these out-of-door men at their own specialties. Most "indoor men" are lost if they...
are separated from their horizontal bar or their particular brand of wall or floor machine. Not so with the trained lifter.

After a man finishes a course with me, I expect him to be able to "put up" a 150-lb. bar-bell, or tear two packs of cards (both of which tests are easy for a trained bar-bell lifter)—but what is more, I also expect him to have enough strength and endurance to:

- Clear a 5-foot fence at a bound.
- Lift 500 or 600 pounds dead weight.
- Lift one end of a 1300-pound wagon (using only hands).
- Trot 100 yards with a man on each shoulder, and row, walk or swim for miles without much effort or fatigue.

How long does it take? Nobody can prophesy that. Take a man in his "thirties"—slender, run-down, undeveloped. I have to start him in with very moderate weights, keep him at developing exercises for three or four months, gradually increasing the weight in order to build up his body. Then when the foundation is laid, he will gain rapidly after he starts at real lifting.

On the other hand: Take an active young fellow who has tried gym work, and tried all ordinary methods of muscle culture, and has become fairly strong. I would give him about six weeks of the body-building work—principally to strengthen his back and loins, and then I could soon help him to acquire the "Perfect Man" shape, and the strength of a Matysek, or a McMahon.

I cannot make sweeping predictions of any specified increase. There are men of the greyhound type, and men of the bull-dog type. Every case is individual, but I have an ideal of development and proportion to which I try and make my pupils conform.

It is a Poor Rule that Don't Work Both Ways

A dumbbell is made adjustable for two reasons:

First—that it may be made heavy.

Second—that it may be made light.

Don't forget the second reason—most people overlook it. Mention adjustable bells to the average man, and he immediately thinks that he will be expected to tug and strain with 100-lb. weights from the very start.

My pupils train once in 48 hours; the practice period varies from 25 to 40 minutes. A man will actually build up faster this way than by 15 minutes a day.

The exercise will not interfere with any of your other athletic activities. Play your golf, your tennis, or row, or swim as much as you please. The bar-bell system will make you stronger and speedier, and improve your other games.

My oldest pupil is 65 years—my youngest 9 years, but I am handling this boy's case only on the urgent request of his parents. The proper age to start is anywhere from 15 to 45 years.

Personally, I am a devout admirer of physical beauty. In this booklet I am showing you pictures of men who were "made over" by practicing Progressive Dumbbell Exercise. All these men are amateurs—they lift for the love of it; and I have dozens more whose pictures will appear in a series of these booklets.

Nothing gives me greater pleasure than creating these beautiful physical types, but I cannot do it all alone. I require the help and co-operation of the pupil. I want pupils who are in earnest—who desire to be healthy and strong—and who are willing to practice and study.

If you enroll, BE SURE and send in your measurements, etc., as this information guides me in preparing your first course of instructions.

Yours for strength and bodily beauty,

ALAN CALVERT

Proprietor

THE MILO BAR-BELL COMPANY

P. S. Of my dozen very best pupils (my "stars") I have seen only two: the other ten live hundreds of miles from me, and all their instruction has been through the mail.
I give here a letter from a gentleman in
his late “thirties.” Mr. Rockwell, whose pic­
tures are shown here, started practising with
a Large Size MILO TRIPLEX Bell a few
months before he wrote this letter. He is an
enthusiastic physical culturist, but has little
time to exercise, so he practices with weights,
because he can thus get concentrated exercise.
How many business men, who work at a
desk can show as vigorous a body as Mr.
Rockwell’s? His looks do not belie him. He
is strong — tremendously strong — but his
strength is a by-product. He exercises for
health and “fitness”—the strength comes
along with it.

(The Large Size MILO TRIPLEX
Combination Bell is the one described on
pages 18 and 19 of the booklet MILO. It is
the most popular bell on my whole list. It
can be made as heavy as 235 pounds. Also,
it can be taken apart and temporary bells any
weight from 20 lbs. up, can be constructed by
using parts of the apparatus. It thus has a
greater range of weight than any other bell
I make.)

July 11, 1913.
The Milo Bar-Bell Co.
Mr. Alan Calvert,
Dear Sir:-It is now about a year
since I purchased the MILO TRIPLEX
bar-bell, and therefore about time I ren­
dered some acknowledgements for the
benefits received from its use. The in­
crease in power and strength has been
a matter of surprise to me, as I had been
under the impression that when one had
passed the age of thirty, further devel­
opment was practically impossible.
H. Clay Rockwell,
124 Columbia Heights,
Brooklyn, N. Y.

Having almost reached the age
when most men are supposed to be
fine subjects for “Oslerization” (I am
thirty-nine), you will see from the
enclosed photo that, to the contrary, I am
just budding into manhood’s prime, and more
“fit” than ever before.
This development is all the more surprising
when it is considered that nearly all of my time
is devoted to editorial work in an office when
not otherwise engaged in delivering lectures in
many of the leading cities of this country and
Canada.

The concentrated form of exercise in the
use of the MILO TRIPLEX, averaging less
than a half hour every other day, has certainly
produced remarkable results. Another pleasing
feature of this form of exercise is, that there
is no strain or danger of such, as I had been
led to believe would be the case. Rather, it
is “play” and not work or strain to perform the different movements, espe­
cially so in company with others. There is an irresistible impulse or desire
to lift and swing the handsome and beautifully balanced bar-bell whenever
it is brought out and displayed.

I have been amused by some, who have asked in awe-struck tones, if
I was not “muscle-bound”! This bugaboo in former days haunted me by
its vague and unseen terrors, and I have laughed many times since over
the supposed dreadful possibilities of being so wrapped up in muscles that
it would require strenuous efforts to move around.

Really, the MILO has limbered me up and I move more active on my
feet than ever and can move my arms like lightning in wrestling or han­
dling the weights. Personally, I have never met a muscle-bound strong
man. Have you?

Being fully convinced, after years of study
and observation, and then by actual experi­
ence, that the MILO BELL, with its asso­
ciated exercises, is “the last word” in physical
development and the most complete and effec­
tive system ever devised, I take pleasure in
expressing my appreciation therefore, and thus
render acknowledgment for the increased
efficiency derived from the use of the premier
bar-bell of the world—THE MILO TRI­
PLEX.

Sincerely yours for the physical, mental
and moral advancement of the race.

July 11, 1913.
An example of clean-cut muscular development is that of Robert B. Snyder, Jr.

Snyder is only 17 years old and weighs 125 pounds—but every ounce of it is bone and muscle. He is entirely a product of the MILO system. On his seventeenth birthday he made a one-arm "Bent Press" of 155 lbs., and he can "snatch" with his right arm a bar-bell weighing 110 lbs.

Like all my pupils who have practiced my second course in "Standard Lifts," his speed is remarkable. I print herewith a letter I recently received from him—it proves a point that I have often mentioned—that my system makes athletes who not only look strong, but are actually many times stronger than the average athlete.

May 16, 1914.

Mr. Alan Calvert, Proprietor
The Milo Bar-Bell Co.

Dear Sir:—The attached pictures will show the development I have acquired by a year's training with the MILO TRIPLEX Bells.

When you consider that I am only 17 years old, I think that the strength and development I have acquired is remarkable. My success in acquiring strength and fine muscular development, from following your methods, has made progressive weight lifting a favorite topic of conversation among the young athletes in this city. Many of my friends and acquaintances have become interested and, as you know, have sent to you for MILO TRIPLEX Bells. Several of these young men are doing remarkably well.

To give you an idea how I am progressing I wish to tell you of an incident that happened not long ago:

There are quite a number of Greeks in Hagerstown, and among them some fine athletes. There are two wrestlers and one weight lifter. Recently these three men were practicing with two heavy bells. They were using one weighted to 150 lbs. and the weight lifter was the only one able to raise it in the two-arm jerk. A bystander remarked that there was a lad in Hagerstown (meaning me) who could lift 150 lbs. with one hand. The Greeks refused to believe it, so the bystander hunted me up and took me to where they were lifting.

I took off my coat and raised that 150-lb. bell above my head with one arm and then raised it eight times in succession with two arms.

On the 16th of this month, my seventeenth birthday, I raised 155 lbs. in the right arm Bent Press, and believe I could have lifted a few more pounds. The bell which I used was weighed and the lift was witnessed by six men. My record in the right-arm snatch is 110 lbs.; in the two-arm jerk, 190 lbs.

I ascribe all my present strength and muscular development to my practice of your system of progressive dumbbell exercise and I can heartily recommend it to all boys who wish to become strong, healthy and muscular.

Yours truly,
Robert B. Snyder, Jr.,
201 Westside Ave.,
Hagerstown, Md.