Question: What is the fastest possible way to make a muscle grow in both strength and size?

Answer: Any muscle in the human body can be made to grow bigger, thicker, and stronger at the fastest possible rate merely by contracting that muscle just once per day—but, by doing it as hard as you can—and, for a period of approximately 6 seconds.

Question: Is there any proof of such a statement?

Answer: Yes, this statement is based upon 10 to 12 years of research conducted at the Max Planck Institute For Arbeitsphysiologie (acrophysiology) in Dortmund, Germany. The research was done under the direction of Dr. Erich A. Muller, a highly-esteemed physiologist.

Question: Was this work published any place?

Answer: Yes, a complete summary of Dr. Muller’s research was published in the Journal of the Association for Physical and Mental Rehabilitation. News releases were carried by the Chicago Daily News Service.

Question: You mean to say that if I contract a muscle real hard just once a day I’ll get as much benefit as if I did it 50 times?

Answer: That’s right. Do it 100 times if you like but you won’t get any more benefit than if you just did it once. But remember it must be done as hard as you can, and for six seconds continuously. That’s important.

Question: What do you mean as hard as you can?

Answer: Contrast the muscle fairly easy at first—then make it harder, harder, harder, and still harder until it almost quivers. Then relax completely. That’s all there is to it.

Question: Just how much strength can a man develop from such a procedure?

Answer: Dr. Muller’s studies reported strength increases of about 1% per cent per week. That is, 1% per cent of your original starting strength.

Question: At that rate you could increase your strength about 50 per cent in just a 12 week period, isn’t that so?

Answer: Absolutely. That is, if you do the single contraction every day. If you do it every other day, or even less, the rate of increase of your strength would be considerably slower.

Question: Do your muscles grow as your strength increases?

Answer: Yes. Your muscles get bigger and thicker. The increase isn’t as fast as the increase in strength—but you achieve quicker growth with this method than with any other known method or system.
Question: This is all quite interesting, but I don’t know too much about muscles. I’ve heard people talk about muscle fibers. What are they?

Answer: Well, a muscle fiber is the smallest unit of structure in the muscle. It is a cylindrical cell, or mass of jelly-like fluid, that is about an inch long and 1/600th of an inch wide. That's narrower than the hair on your head.

Question: Wow! How many of them are there in a single muscle?

Answer: There are thousands of muscle fibers in a single muscle.

Question: And when you make a muscle grow you just keep adding new ones, right?

Answer: No sir! The number of fibers you have in a muscle never changes. That figure remains constant. Growth takes place by increasing the size of the smaller fibers within the muscle.

Question: You mean they come in different sizes?

Answer: Not exactly. You see, the fibers you use in your every day activity become thick, strong, and well-nourished. They receive a good blood supply. Then you have thousands of others that act as "stand-bys." They function in emergencies, or during extra hard work. They are puny, undernourished fibers that receive a meager blood supply. They are the ones that cause muscle soreness because they tear and rupture easily due to their under-development.

Question: Then if I want to make a muscle big and massive, all I have to do is increase the size of all those puny fibers.

Answer: Exactly. And the easiest way to do it is to flush the muscle with blood so that the puny fibers can extract the nourishment they need to grow thick and strong.

Question: What do you mean by "flush the muscle with blood"?

Answer: Well, you use the tiny blood vessels, or capillaries as they are called, that supply the undernourished fibers are usually all closed up so that the blood can’t enter. Your job is to open up those capillaries so that the blood can get through to deliver the needed nourishment.

Question: Now how in the world am I supposed to do that?

Answer: By contracting the muscle as hard as you can for a six second period just once a day.

Question: Now we’re back where we started.

Answer: Precisely. But, by doing as I say, you produce within the muscle a substance like histamine that causes those capillaries to open up as wide as they can. As you relax the blood surges in. Feeding takes place automatically. And presto! The fibers start to grow.
Question: Where can I find out more about how to do this? I'd like to give it a try. And what is BODY-TONE?

Answer: BODY-TONE is a special course of instruction based on the very thing we've been talking about. It's a whole course which shows you exactly how you can contract every major muscle in your body just once a day to make your muscles grow stronger and more massive.

Question: Why can't I just do it myself without taking a Course?

Answer: Well, as a matter of fact you can. That is, if you know all the actions of the muscles involved and the points of attachment of each muscle. Usually, however, that is a subject which is taught only in college courses in KINESIOLOGY.

Question: Why should I be interested in where a muscle attaches if I know how it works?

Answer: Well, the attachments of a muscle are called the "origin" and "insertion," and it’s hard to understand the true movement which a muscle produces unless you know these connecting points. Besides, in order to "flush" a muscle (as we mentioned before) you have to have the muscle fibers in line with the two points of attachment as you contract.

Question: Is that so important?

Answer: Yes, it is. Take your biceps muscle for example. It’s made up of two fleshy bellies, or "heads" as they are called. Each head has a different point of attachment in the shoulder joint. By placing your arm in one position you can flush the inner head, while still a different position flushes the outer head. And believe me, if you want that biceps to grow as rapidly as possible you have to flush both heads adequately.

Question: Is it the only muscle which works that way?

Answer: No. Practically all of them, at least all the big muscles are like that. Take the big pectoral muscles of the chest for instance. They contract in about three different sections and we have a special exercise to flush each section. It’s the only way to bring out the full development.

Question: Sounds like your BODY-TONE course is pretty thorough.

Answer: It is. Nothing is overlooked. Each lesson covers a different muscle group. The lessons are easy to read and understand. And they’re jam-packed with information that can be found nowhere else. Besides that, each lesson has action diagrams so that you can see at a glance the complete exercise and best position for flushing a particular muscle.

Question: How many lessons are there?

Answer: The complete Course consists of twelve lessons. Our students receive one lesson each week.
Question: What does a course like that cost?

Answer: Well, on our installment plan the student pays five dollars down and five dollars each month for four months making a total of twenty-five dollars. However, most people like to use our cash savings plan by paying for the course all at once. That way it only costs them twenty dollars, and they save five dollars.

Question: You mean for just $20.00 I can actually buy myself a new build?

Answer: That's exactly what I mean. And, after you put 10 to 15 pounds of handsome, impressively formed muscle on your body you'll feel like you suddenly discovered a gold mine. You wouldn't sell your new build for any price. And I show you how to lock that muscle in, so to speak, so that your new build becomes permanent. In other words you're not actually buying anything. What you are doing is making an investment in yourself that is going to reap you big dividends for the rest of your life. I'm thinking now in terms of the tremendous impact that your new strength and build will have on your social, business, and economic life.

Question: Let's assume, just by some remote chance, that I don't get the results that you say I can. What then?

Answer: You get your money back, naturally. So you see you really have everything to gain and nothing to lose. Anytime within 90 days after your date of enrollment, if you honestly feel that you are not getting results that can be measured with a tape, or if you feel that the course isn't everything I said it would be, just mail the lessons back and your money will be refunded in full. It's as simple as that. Returned lessons must, however, arrive in this office before the 90-day expiration period.

Question: How big do you really think I can make my muscles?

Answer: To be very frank, the bigger they are to start with the bigger they'll get. In your own body a bigger muscle will grow faster than a smaller muscle for the simple reason that where there are more muscle fibers there is also a larger percentage of "sleeping" fibers (underused and unused). The triceps, on the back of the upper arm will grow much faster than the biceps because it's considerably larger to start with. In turn, the shoulder muscle, the deltoid, grows faster than the triceps. And the large chest muscle, the pectoral, will grow faster than the shoulder muscle. You'll see some of the quickest growth in the large muscles of the thigh. But, to get back to your question, and this is answering conservatively, I would say you can expect at least 2 inches on your upper arms, 3/4 inch on forearms, 1 inch on each shoulder, 6 inches on expanded chest girth, 3 inches on your thighs and 1 inch on your calves.
Question: Is a 2 inch improvement on an arm very much?

Answer: You bet it is! Let's say that you have a 14 inch upper arm to start with. When you build it up to 16 inches you are actually increasing the cross-sectional area by 4 1/4 square inches. That's a lot of thickness. You see measuring the girth is like measuring the rim of a circle—it doesn't tell you what the actual increase in area is.

Question: What about those weight-lifters who promise that anybody can build up to a 19 inch arm?

Answer: I would say it's a good way to sell weights. I doubt very much if they build many 19 inch arms.

Question: You mean a 19 inch arm is impossible?

Answer: No, I didn't say that. Give me any man with a 16 inch arm to start with and I'll put him up to 19 inches real quick. But to take a 12, 13, or 14 inch arm up to 19 inches is just plain wishful thinking. It's pure fantasy, but as I said it's a good way to sell weights.

Question: What is a good-sized upper arm?

Answer: Well, some men have gone as high as 22 inches, but they are few and far between. I would say if the average man can hit 16 inches he is doing very well. A 16 inch arm is one to be proud of—in spite of the fact that the weight lifting hucksters claim that the days of the 16 inch arm are over.

Question: You sound like you know what you're talking about. By the way, just what are your qualifications as a physical director?

Answer: Well, for five years I was in charge of all professional physical conditioning classes at the University of Illinois and worked in the University's Physical Fitness Research Laboratories. I hold both a Bachelor of Science and a Master of Science Degree in Physical Education. So you see I've been teaching body building all my life, in high schools, universities, the U.S. Air Force, and now by mail.

Question: You mean you've been teaching your BODY-TONE course all that time?

Answer: No, the BODY-TONE course is completely new. The research from Portランド, Germany upon which it is based is the very latest thing in body building. I wish I had been teaching BODY-TONE methods all that time. I sure could have delivered better results with much less time and energy expended.

Question: Then you believe that the BODY-TONE methods really take less of a man's time than any other type of body-building?

Answer: Absolutely. Figure it up for yourself. Six seconds, once a day for every major muscle in the body. There's hardly any time at all involved.
Question: Yes, but I’m talking about total time. How much time per day must you spend in a complete workout?

Answer: At the start of your course less than 5 minutes. Towards the end of the course about 10 minutes. Then when you’re locking in you go to 30 minutes—but, you only do that once a week—the other six days you do nothing.

Question: What do you mean “locking it in”?

Answer: By that I mean fixing the new strength and growth within the muscle so that it becomes permanent. So that you never lose it. You see Dr. Kuller’s research showed that you could build strength and muscle very rapidly with daily training but that once you built up to your maximum size it was necessary to change your training schedule to just once or twice per week in order to make it permanent.

In other words, the muscle mass and strength that you build rapidly through daily training can be lost just as fast when you stop training altogether. Whereas muscle mass and strength that is built more slowly by training once per week is of a more lasting nature. So the objective is to build yourself up quickly with daily training, and then switch to weekly training for the rest of your life. Then, if you were to stop training for say three months your strength and muscle mass would not drop at all. In fact, if you stopped training completely it would take almost 10 weeks for your body to reach the stage that it was before you started to train.

Question: Are you saying that by working out one day out of seven that it is possible to make your new build permanent?

Answer: Exactly. That’s why I’m trying to convince you that this method of bodybuilding is superior to anything you may have tried before.

Question: Then would you say that this is the big feature of your course?

Answer: No. The big feature of the BODY-TONE course is that each workout can be done without fatigue. A hard six second contraction of a muscle isn’t enough to induce fatigue, even though you’re doing it to many different muscles. You never get tired. Your workouts are therefore always pleasant and you look forward to them.

Question: Is it because of fatigue that many men give up other programs like weight lifting and calisthenics after they’ve only been doing them a short while?

Answer: Let’s say it is just one of the reasons. The time factor is also important. But you can be sure that fatigue takes the “fun” out of it. In a sense, a weight lifter is actually sentencing himself to years of hard labor. I bet you could name about 5 to 10 friends of yours who were at one time enthusiastic about lifting weights, but who are no longer practicing it regularly. That’s the way it goes. A man must judge for himself whether or not he wants to become a slave to his objectives or seek an easier way.
Question: Is it possible to build a massively-muscled body through a weight training program?

Answer: Absolutely. There's no question about that. In a sense you're doing the same thing as in the BODY-TONE course except that you're doing it the hard way. You can build up the same muscle fibers. It will take longer and your muscles won't "pop" out as quickly, but the end result will be the same. The main drawbacks are that it is very time-consuming and inflicts self-punishment.

Question: In the end who will have the biggest, strongest muscles, the weight-trained man or the BODY-TONE man?

Answer: I would say that they will probably be the same if, and make that a big IF, the weight-lifter is working the muscles from all the varied angles that we do in the BODY-TONE course. And that's a big supposition because chances are he won't be.

Question: I take it you don't think too much of weight lifters.

Answer: On the contrary. I respect any man who makes a sincere effort to improve his body build. I do think they waste much time and effort when they could do it the easy way.

Question: Do you think the BODY-TONE method could improve my performance in sports? Make me a champion, perhaps?

Answer: Championship performance in sports is governed by many things. Surely, strength is of paramount importance. We found this to be true in our studies in the Physical Fitness Lab at the University of Illinois. I've already told you I could increase your strength almost 50% in a three-month period with the BODY-TONE course. There is no question that your sports performance would improve. Whether or not you could be a champion is another story. That depends upon whether you have the other qualities that go to make a champion.

Question: Do you, yourself, train by the principles you advocate?

Answer: Religiously. I have already built myself to the maximum for my type of build with daily training, and am at present in the "locking-in" stage where I train only every sixth day.

Question: What are your measurements?


Question: How much have you improved since starting your BODY-TONE method?

Answer: I put on 23 pounds of muscle in just one month from the minute I started. That's almost a pound a day.

Question: Do you think I could do the same?

Answer: I could tell you more precisely what you could do if I knew your present body measurements. You might improve more, and you might improve less. At any rate it will be the best you can possibly do.
Question: How soon will my muscles start growing to where I can actually see a difference?

Answer: In just one week after you start working a particular muscle it will start "popping out."

Question: Have you tried the Body-Tone system on large groups of men where you have had a varied assortment of body types?

Answer: I'm glad you asked that question because I maintain a file on every man who has ever taken my course. I have records of hundreds of men on whom I not only have every before and after body measurement, but also every possible strength measure. Most of these are men who have taken my course personally. Naturally it is impossible for me to get an accurate measure of a man's strength by mail. But in person I can measure the strength of different muscle groups with dynamometer scales.

To answer the last part of your question I would like to say that the number of men that have taken the course to date has been large enough to give me a random sampling of just about every conceivable body type. I have found that fat men, skinny men, and muscular men all respond to this type of training. I have yet to run across a so-called "stubborn-type" that failed to show muscular gains.

Question: You mean that every student you have ever worked with showed gains in both muscle size and strength?

Answer: That's correct. The only possible thing that could keep a man from improving with this type of program would be a diet deficiency such as inadequate protein or lack of proper vitamins.

Question: How is a man to regulate if he doesn't know much about it?

Answer: This is the first thing that is covered when I send you your first lesson. I teach you how to regulate your protein intake by the proper selection of natural foods. This is so important that it is the reason why many men never show improvement with other exercise programs.

Question: You mean that a man can work hard at a body building program and show no gains whatsoever if his protein intake is below par?

Answer: Absolutely! And the same would be true of my own program if I didn't set the students straight on this from the very start.

Question: Then your course covers many other aspects of body building besides exercise itself?

Answer: Well, let's say that we cover everything that is necessary to get the job done. It's results that count and that's what we're after. In fact, every lesson is accompanied by anatomical drawings showing the muscles and their attachments in detail. This gives the student a crystal clear picture of what he is trying to do. All of these little teaching aids help swell those muscle girths to their maximum.
Question: I see your enrollment form has a place where I can list my measurements. Do you actually use those in any way?

Answer: Yes, they are very important. In the first place, it gives me a complete picture of your build. This is even better than a photograph. The lessons we send you are the same as we send everybody—but, on many occasions I like to send a guidance letter with different lessons that may pertain specifically to your build only. Secondly, your measurements are kept on file, and at the end of the course I request that you send me your new measurements for comparison.

Question: Suppose I have a question concerning my progress either during, or after the course?

Answer: Any questions you have will be answered. If you will note our enrollment form states specifically that you are entitled to FREE LIFE-TIME ADVISORY SERVICE on all matters pertaining to strength and muscle building.

Question: Everything you've said so far has made sense. I'm going to give your course a try, but mind you, I'm going to hold you to that money-back agreement.

Answer: Fine! Glad to have you as a pupil. I promised you results and you'll get them.

Question: What's the next step?

Answer: Fill out the enclosed enrollment form completely, indicating which payment plan you prefer. Enclose either cash, check, or money order and mail your enrollment right now! As soon as I hear from you I'll rush you your first lesson. Incidentally in the first two lessons I start right to work building up your upper arms.

Question: Good, when do we get into the shoulders and chest?

Answer: The shoulders are lesson 4 and the chest lesson 5. Lesson 3 we work on your grip and fore-arm muscles.

Question: To whom do I make out the check or money order?

Answer: Make it out to me personally, Thomas F. Buckley. If you send cash, label the envelope "personal" and I will receive it direct.

Question: Okay, I'll be waiting to hear from you.

Answer: Fine. It's been a pleasure talking with you and I hope you didn't mind too much my playing your part in asking the questions. I tried to figure out what you might ask. Be sure to get your enrollment off in today's mail so you can start building that massively muscled body RIGHT NOW!

Sincerely yours,

[Signature]

Tom Buckley