Dear Friend:

How are those "Lats" of yours coming along? The exercises we covered last week should have them pretty well shaped up by now.

Today I am sending you a two-part lesson. The first part covers the muscles of the neck, while the second part shows you how to put added strength and power into the biggest, strongest muscle of your body, the Cephalic Rep. Our work on the Cephalic Rep will start the first of a series of three lessons which are specifically designed to increase the speed and springiness of your legs, besides making them shapely and more impressive looking. Lesson 10 will cover the calf muscles, and lesson 11 the thighs. If you think you're capable of a good 100 yard dash right now wait until you see what these three lessons will do for you.

But first, let’s get to work on those neck muscles. You know a powerful, well-formed neck is mighty important, not only in sports, but for your over-all appearance in general. Unlike other parts of your body your neck is always visible. It’s doubly important therefore that it be nicely shaped, and well muscled because it usually reflects the way you are built all over. What I mean is that when you are a man with a husky, well formed neck there is a tendency to assume that he is strong and powerful all over, even though you can’t see the rest of his build.

And do you know that you really can tell very much about a man’s build from the size and shape of his neck? For some strange reason neck girth reflects a man’s potential in body building. For instance, if a man has a 16 inch neck it means he is capable of developing at least a 26 inch upper arm and a 16 inch calf. This doesn’t always hold true because there are considerable individual differences, but in general it does apply. And to be well proportioned your upper arms and calves should be at least the size of your neck.

To a wrestler, boxer, or football player a powerful neck is an invaluable asset. All three of these athletes spend considerable time strengthening and toughening the neck by doing an exercise called the "wrestler’s bridge." In this exercise they lie on their backs with the knees bent. They then push up to a back support position so that their bodies are supported by only their feet and head. There are many variations of this exercise where they roll and spin on the head. It can be done on the grass, a wrestling mat, or while wearing a football helmet.

My only reason in mentioning the wrestler’s bridge is that it is the first exercise that most people think about when you start talking neck development. It is my opinion that while the wrestler’s bridge very often gets good results it is also an exercise that exposes the participant to possible strain and injury. I’m going to
show you with the four simple exercises in today's lesson just how easy it is to develop a massive, powerful neck. You should be able to add an inch or more to your present neck girth, and yet do it without engaging in "freakish" contortions, or exposing yourself to possible injury.

As your neck thickens it will grow slightly wider, rather than becoming more round. This is because the front part of the neck is occupied by your Trachea (windpipe), Larynx (voice box), and Esophagus (food-passageway). There are also many small muscles on the front of the neck that we will not be concerned with. We will work on the muscles that are located on the side, back, and deep front of the spinal column in the neck region. These are the big ones that respond rapidly and give you more massive growth.

So turn to our anatomy chart for today and take a look at them.

The first thing you probably notice are three of the muscles that we have worked on before, namely, the Trapezius, the Splenius, and the Levator Scapulae. In fact these three muscles should be coming along pretty good from the work that you did on them in exercise 3 of lesson 6. We have additional exercises in this lesson which will permit you to work them from different angles to achieve even greater development.

Much of the neck development you achieve from today's work will come from the Sterno-Cleido-Mastoid, the Scaleni group, the Longus Colli, the Platysma, and three deep posterior spinal muscles that aren't shown in the drawings. Although these muscles aren't as big as some we've been working on there are plenty of "sleeping" fibers because the neck is a region that receives very little strenuous exercise in normal living.

**EXERCISE 1.**

This exercise develops the Sterno-Cleido-Mastoid, Longus Colli, and Scaleni muscles. Most of these are shown on the front view of the anatomy chart (Fig. 2). The Sterno-Cleido-Mastoid is best shown in Figure 1.

In a normal standing position bend the head forward so that the chin comes downward on the chest. Now pull your chin down harder, harder, and harder, for six seconds—then relax. If you clench your fists and your teeth while doing this movement it adds more force. The breath is held while performing the exercise. If the muscles have a tendency to cramp slightly during the relaxation period push your chin up toward the sky to stretch them.

**EXERCISE 2.**

This exercise develops the following muscles on the right side only: Scaleni, Trapezius, Sterno-Cleido-Mastoid, Splenius, and Levator Scapulae.

Again, with your fists and teeth clenched and the breath held, bend your head to the right side as far as it will go. Then a little bit farther, harder, harder, and harder. Hold it for 6 seconds and relax.

**EXERCISE 3.**

This exercise develops the Trapezius, Splenius, and Levator Scapulae muscles on both sides.
EXERCISE 3. (Cont.)

This time the head is pulled rearward as far as it will go. Keep pulling backward harder, harder, and harder for 6 seconds, and then relax. Be sure to clench the fists and teeth to get that added power.

EXERCISE 4.

This exercise develops the same muscles as exercise 2, only on the opposite (left) side.

Fend the head to the left as far as you can, then harder, harder, and harder for 6 seconds and relax.

After completing your 6 second contractions in all four positions start rotating the head in circles to loosen the muscles. This is not an exercise, but rather a relaxation follow-up.

EXERCISE 4B.

This exercise develops the Platysma which is shown in Figure 4 of the anatomy chart.

There is no diagram for this exercise, but here's the way it goes. Tilt your head slightly upward. Now pull the corners of your mouth way to the side so that your teeth show. Tense up the muscles on the front of the neck so that the neck gets thicker. Protrude the chin slightly forward and see if you can see the cords of muscle stand out on the front of the neck. As the Platysma contracts it will pull upward on the skin covering your pectoral muscles. This is a hard exercise to explain. Perhaps it would be easier to say that it is the same movement you go through with your chin and neck when seeking relief from a tight collar. Again, hold the contraction hard for 6 seconds, and then relax.

These 5 exercises will give you all the development you are seeking in building a powerful, well-formed neck, but it is advisable to go slow at the start. Don't hit the full power of your contractions until about the fourth day.

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Now to get on to Part II of today's lesson.

Take a look at the Gluteus Maximus muscle in Figures 5 and 6. This is the muscle that means so very much to your athletic performance. The main function of the Gluteus Maximus is to extend the thigh rearward. It is not used in walking, but does come into play when the angle between the thigh bone and the hip exceeds 15 degrees.

This means it is used extensively in big muscle movements like running and jumping. It is used very powerfully in the first part of a running stride. By making this muscle stronger you can become a faster runner because each stride you take will have more power and length to it. All champion sprinters and fast halfbacks are well developed in this area.
The Gluteus Maximus is a broad, thick, fleshy muscle. Its fibers are tough and coarse. Pound for pound it is the biggest, strongest muscle that you have. But you can make it much stronger than it is with the following exercises.

EXERCISE 5.

Place your hands on an object about the height of the one shown in Exercise 5. Now, leaning slightly forward raise up on your toes and tense your buttocks as hard as you can. Keep drawing them together, harder, harder, and harder for 6 seconds. By thinking only about this one area you can put your mind into these muscles giving them a deep, powerful, sustained contraction. Don't forget to squeeze them together as you harden them. This exercise will toughen the Gluteus Maximus muscles better than anything else you can do.

EXERCISE 6.

Assume the position shown in Exercise 6. Standing on one leg with the knee bent, draw the other leg upward and rearward (with the knee straight) as high as it will go—then keep trying to make it go higher and higher. Hold it hard for 6 seconds—and then relax.

Then repeat with the other leg.

These two exercises will toughen and harden your buttocks giving them shape and definition, plus providing that added power needed for fast big muscle movements.

Next week I'm going to show you how to develop a pair of shapely calves that will put real spring in your step.

So until then,

Yours for continued strength and power,

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