



*P. C. Hotel Pictorial, Sept. 1937*

ARTHUR F. GAY, who conducts a body building gymnasium in Rochester, is the head of the Gay Family consisting of himself and Mrs. Gay, son Jack and daughter Gertrude.

He is well known to Physical Culture folks since 1915 when, at the age of eighteen, he won second prize in a perfect physique contest conducted by Bernard Macfadden. In 1917 he won first prize in Physical Culture competition against a field of over 500.

During the war he further distinguished himself by being crowned the strongest man in the U. S. Navy—he holds many world and American weight lifting records and is an accomplished all-around athlete.

The Gay Family is perhaps the most representative Physical Culture family to be found in the United States, if not in the world.

They have made many friends at P.C.H. by their frequent exhibitions of strength, power and acrobatic ability—they are always warmly welcomed.