

What Should Your Children Eat?

Strength

JANUARY

25¢



How to Develop Your Neck
Spinal Curvature - a Real Menace
Preventing Colds and Pneumonia

The Marvelous Effects of Bar-Bell Exercise

ALTHOUGH there were not sufficient funds to send any American lifters to the Olympic Games, elimination contests were held and the winner was that famous amateur, Mr. David Willoughby, of Los Angeles, Calif.

Mr. Willoughby bought his first Milo Bar-Bell several years ago. At that time he was a tall and very slender youth, weighing only 128 lbs., with a 33 inch normal chest, and biceps measuring only 11 inches

Phenomenal Gains Are Made

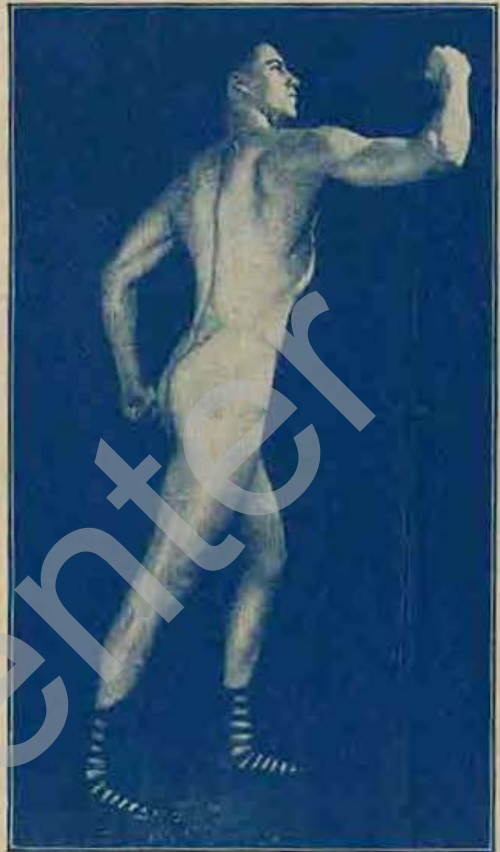
Owing to his almost frail physique, he had to start exercising with his bar-bell loaded to only 25 lbs. Following our progressive schedule, he gradually increased the weight of the bell, and as the weight grew heavier, his muscles became bigger and more powerful. The outlines of his body changed, and from being noticeably thin, he became noticeably big-chested, and impressively broad-shouldered. After spending some time at developing and body-building exercises, he was specially coached for scientific lifting, by George F. Jowett, now one of the Milo staff of experts.

Willoughby Wins Championship

By employing the power which he got from his bar-bell exercise, and the scientific methods imparted to him by Mr. Jowett, young Willoughby succeeded in outdoing the best efforts of all his competitors, and the Olympic Committee awarded him a medal, as the best amateur lifter.

His Fine Personal Appearance

At the time he won the contest, Willoughby stood 6 feet $1\frac{1}{2}$ inches in height, weighed 182 lbs. stripped. While still slender in general outline, his body gives you the impression of tremendous strength combined with unusual vigor. The chest which once was only 33 inches around, now measures $42\frac{1}{2}$ inches. The 11-inch biceps have grown until they now measure $15\frac{3}{4}$ inches. His thighs increased from $19\frac{1}{2}$ to $23\frac{1}{2}$ inches. In street-clothes he is one of the most magnificent appearing men we have ever seen, and the pictures on this page will show you how he looks when stripped for action.



DAVID WILLOUGHBY



The Milo Training System Will Make a Real Man of You

Mr. Willoughby's case is a sample of what we do for our pupils. It is true that few can lift as much as he does, but we have many students who, under our direction, have made just as much improvement in shape, in development, and in general vigor as he has.

We can give you an amount of bodily strength, a perfection of form, and a degree of health that you have never dreamed was possible in your case, and that applies equally whether you are a young man striving to make yourself stronger, bigger and better; or whether you are a debilitated middle-aged man craving to restore the shape and the pep of vigorous youth.

Our Whole Organization Is at Your Service

We have been established for over twenty years, and have built up a reputation as leaders in the line of body-building work. We have a corps of experts, some one of whom will direct and advise you. If you wish to see what we have done for others, and what we can do for you, send for our booklet,

"Health, Strength and Development and How to Obtain Them

and the new pamphlet,

"THE SCIENTIFIC SIDE OF WEIGHT-LIFTING"

Both Free on Request.

THE MILO BAR-BELL CO.

2739 N. Palethorp St.,

Dept. 25,

PHILADELPHIA, PA.

Some Men Have Thought Themselves "too Smart"

to Read This Salary Raising Message

—But men who have been willing to investigate before forming opinions have prospered—many of them in an amazing manner. If you have an open mind—and the desire to make real money—here is your opportunity.



These Men Read It and Prospered



\$1,000 in 30 Days
"After ten years in the railway mail service I decided to make a change. My earnings during the past thirty days were more than \$1,000."

W. Hartle,
Chicago, Ill.

\$524 in 2 Weeks

"I have never earned more than \$60 a month. Last week I cleared \$306 and this week \$218."

Geo. W. Kearns,
Oklahoma City



City Salesman



"I want to tell you that the N. S. T. A. helped me to a good selling position with the Shaw-Walker Company."

Wm. W. Johnstone, Jr.,
Minneapolis, Minn.

\$554.37 in One Week

"Last week my earnings amounted to \$554.37; this week will go over \$400."

F. Wynn,
Portland, Ore.



\$100 a Week in Only 3 Months

H. D. Miller, of Chicago, made \$100 a month as stenographer in July. In September, 3 months later, he was making \$100 a week as a salesman.

\$6,000 a Year

"As a stock exchange telegrapher I got \$3,000 a year. While still following your instructions, I was made manager at \$6,000 a year."

E. M. Harris,
Clarksburg, W. Va.

WHEN Frank E. Miller, Weston, W. Va., was working in a shop for small pay life did not look as rosy as it does right now. But Frank Miller had that spark of greatness called "humble"—and was willing to concede that other men's ideas might enable him to get ahead. He investigated the same opportunity you are now invited to investigate.

The result!
"My earnings the first week were \$130.00—about 300% gain in salary over shop work." And then he adds in his letter, "I cannot imagine what the increase will be after I get better acquainted in this territory."

Then there is A. H. Ward, Chicago, another man who had an open mind and a burning ambition to get ahead. Last year he made over \$12,000 because he was brainy enough to know that the greatest Institution of its kind in the world could not attain that distinction if it could not live up to its claims and promises. Shortly after Ward investigated, his earnings ran as high as \$1,000 a month.

Charles Berry, Winterset, Iowa, jumped from the lowly position of farm hand to an income of \$9,000 a year; O. H. Malroot, Boston, Mass., stepped into a \$10,000 a year position as Sales Manager. J. H. Cash of Atlanta, Ga., exchanged his \$75 a month job for one which pays him \$500 a month. Hundreds of instances like these will be sent to you.

I Pledge You My Word You Can Do It

What these men have done, hundreds have done, hundreds are doing today, and hundreds will do tomorrow. The same opportunity is yours with no possibility of failure if you will do as these men did. And talking about opportunities once you have the knowledge these men have—it might surprise you to learn that during the past twelve months the National Salesmen's Training Association received requests for more than 50,000 salesmen from wholesalers, manufacturers and jobbers—representative concerns all over the United States and Canada.

There are countless openings for men who really know how to sell—unlimited opportunities to make real money once you possess the secrets of Master Salesmanship.

A Simple, Easy Method

How? Simply this. Although these men had never sold a thing in their lives, although they believed that vicious old superstition that salesmen are "born" not made

they took up the National Salesmen's Training Association's Course in Salesmanship and in a few short weeks were out on the road selling—even passing records that old timers thought were unbeatable.

Years of Selling Experience in a Few Weeks

You may ask "How can a man with no experience do this?" And the answer is "easy." This amazing course in Salesmanship gives you the equivalent of actual experience while you are learning. It has been prepared by the most experienced and most successful sales managers and executives in the country and it is as simple as A B C. For Salesmanship is governed by rules and laws. There are certain ways of saying and doing things, certain ways of approaching a prospect to get his undivided attention, certain ways to offset objections, batter down prejudices, and overcome competition.

Remarkable Book, "Modern Salesmanship" Sent Free

With my compliments I want to send you a most remarkable book, "Modern Salesmanship."

It will show you how you can easily become a Master Salesman—a big money-maker—how the N. S. T. A. System of Salesmanship Training will give you years of selling experience in a few weeks; how our FREE Employment Service will help select and secure a good selling position when you are qualified and ready. And it will give you success stories of former routine workers who are now earning amazing salaries as salesmen. Mail the coupon today. It may be the turning point in your life.

NATIONAL SALESMEN'S TRAINING ASSOCIATION



Dept. 21-A. N. S. T. A. Buildings
1139 No. Dearborn, Chicago, Ill.

NATIONAL SALESMEN'S TRAINING ASS'N
Dept. 21-A., N. S. T. A. Buildings,
1139 No. Dearborn, Chicago, Ill.

Send me your FREE Book, "Modern Salesmanship" and Proof that I can become a Master Salesman.

Name

Address

City State

Age Occupation

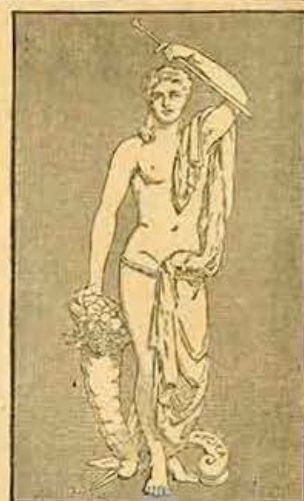


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Discovered!

The Secret of Caruso's Amazing Vocal Power



"The Songbird of the ages," Enrico Caruso. The richness, the fullness, the beauty and the astounding power of his voice was due to the exceptional development of his Hyo-Glossus muscle.



Eugene Feuchtinger, musician-scientist, who discovered the function of Hyo-Glossus in voice production, and whose famous "Perfect Voice" system has developed thousands of voices.



Diagram of the Normal Throat showing the Complete Vocal Mechanism. Your throat looks like this. So did the throat of the great Caruso. Professor Feuchtinger's system of silent, scientific development will develop your vocal organ to its full strength.

THIS IS AN AGE OF MARVELS. Wonderful scientific discoveries have changed our mode of living and our mode of thinking.

One discovery of tremendous benefit to all humanity is the discovery of the principle of voice control by Eugene Feuchtinger, A. M.

His resulting system of voice development revolutionized old methods, and changes voice development from a little understood art to an exact science.

More than that, it brings a Perfect Voice within the reach of every man and every woman who desires a stronger, richer voice for either singing or speaking.

Prof. Feuchtinger's method is founded on the discovery that the Hyo-Glossus muscle controls the voice; that a strong, beautiful voice, with great range, is due to a well developed Hyo-Glossus—while a weak or a rasping voice is due to underdevelopment of this vital vocal muscle. A post-mortem examination of Caruso's throat showed a superb development of his Hyo-Glossus muscles. But it required years of training under the old method to produce this development.

You can develop your Hyo-Glossus in a much shorter time by Prof. Feuchtinger's wonderful scientific method. You can take this training under the direction of the Professor himself, wherever you may live. And the cost is so low that it is within the reach of every ambitious man or woman.

100% Improvement in Your Voice—Guaranteed

Professor Feuchtinger's method is far simpler, far more rapid, far more certain in results than the tedious, hap hazard methods of ordinary vocal instructors. His unqualified success with thousands of pupils proves the infallibility of his method.

Under his direction, your voice will be made rich, full and vibrant. Its overtones will be greatly multiplied. You will add many notes to its range and have them clear, limpid and alluring. You will have a voice that is rolling and compelling and so strong and magnetic that it will be the marvel of your associates.

Professor Feuchtinger **ABSOLUTELY GUARANTEES** an improvement of 100 per cent—a **REDOUBLEMENT** of your voice! If you are not absolutely satisfied that your voice is doubled in volume and quality, your money will be refunded. You are the only judge.

You Do Not Know Your Real Voice

Until you have tried the Feuchtinger system, you cannot know the possibilities of your vocal gifts. Mr. Feuchtinger's method **PRODUCES** as well as **DEVELOPS** the true voice. It corrects all strain and falsetto and makes clear the wonderful fact that any normal person can develop a fine voice if correctly trained. Thousands of delighted graduates

testify to this — many of them great vocal successes who, before coming to Professor Feuchtinger, sang very poorly or not at all. Among Professor Feuchtinger's pupils are grand opera stars, concert singers, speakers, preachers, actors and educators.

FREE!

Professor Feuchtinger's Book "Enter Your World"

Send the coupon below and we will send you **FREE** this valuable work on voice culture. Do not hesitate to ask. Professor Feuchtinger is glad to have us give you this book, and you assume no obligation whatever by sending for it. You will do yourself a great and lasting good by studying this book. It may be the first step in your career. Do not delay. Send the coupon **TODAY!**

Perfect Voice Institute

1922 Sunnyside Ave., Studio 57-71, Chicago

Perfect Voice Institute

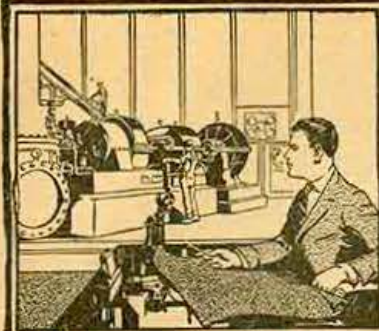
1922 Sunnyside Ave., Studio 57-71 Chicago, Ill.

Dear Prof. Feuchtinger: Will you please send me copy of your new free book "Enter Your World"? I understand that this is free and there is no obligation on my part. I am interested in

Singing Speaking Stammering Weak Voice

Name.....

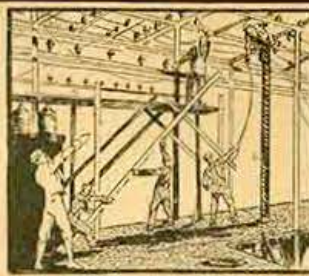
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Be Superintendent of an
Electrical POWER PLANT



Own Your Own Electrical
REPAIR SHOP



Boss Electrical
Construction Jobs



Be an Electrical CONTRACTOR



Chief Engineer
DUNLAP

I Guarantee You
A Job
AND
A **50% Raise!**

Be a
Dunlap
trained
Electrical
EXPERT!

IF you are now earning less than \$40 a week, I will guarantee you an Electrical job after you finish my training—guarantee you at least 50% more pay UNDER BOND, or refund every cent you pay for this training. You can get this guarantee ONLY from AMERICAN SCHOOL, the 27 year old, million-dollar Educational Institution—because no other Electrical home-study training justifies the guarantee of a job and a 50% raise.

**I send you 4
Electrical Outfits!**

Dunlap JOB-METHOD training is built around four Electrical Outfits which I send you as a part of this course. You learn by doing actual Electrical jobs with this equipment. Includes house-wiring, bell-wiring, electric light, Radio and motor outfits. I guarantee to supply the most elaborate, costly and complete outfits ever given by any home-study electrical school.

Electricity pays Experts \$70 to \$200 a week

The world's greatest, fastest growing, most fascinating business needs you. New projects total a thousand million dollars. No other industry offers such a golden future to trained men, trained as I train you. Take my training AT HOME, in your spare time. Prepare to BOSS untrained electrical workers, to direct Electrical Construction, to go into business for yourself. Loan me only a part of your spare time and I'll help you climb from small pay and hard work to a salary of \$5,000 a year or more! Here is the chance you've been waiting for to get into easier work and enjoy the better things of life.

22 Great Electrical Engineers \$63 Scholarship FREE

helped me make this training the most complete and up-to-date on earth. Dunlap-training brings you instruction from a recognized authority in every branch of electricity. These men know what training you need to earn the largest salaries, and they give it to you. My training built by 22 Engineers and Executives of the following great corporations and Universities:

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 8. Underwriters Laboratories, Inc.
 9. Columbia University
 10. Dartmouth College
 11. Massachusetts Institute of Technology
 12. Lehigh University
 13. University of Vermont
 14. Armour Inst. of Technology
 15. University of Kansas
- AND MANY OTHERS.

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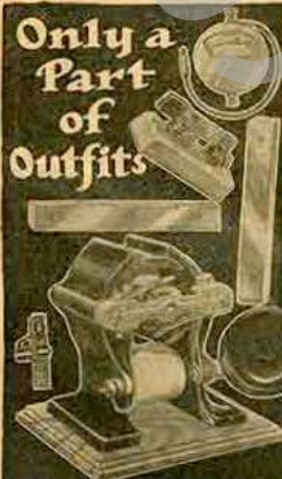
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CHICAGO, ILLINOIS

Please rush free book, guarantee of a job and 50% raise, \$63 Free Scholarship offer and complete information.

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Dunlap Guarantees You a Job And a Raise!

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TO-DAY**

DUNLAP GUARANTEES JOB AND RAISE



BEFORE

taking Bradstreet's Spine-Motion



AFTER

the same man after taking Spine-Motion just 5 weeks!

Feel like a New Man in Two Minutes

Amazing Restoration in SPINE-MOTION



HOBART BRADSTREET
65 YEARS YOUNG

mean activity. You'd be a superman compared to what you are. But, vital as it is, you pay no attention to your spine. What are the consequences? A word about the spine will explain.

The spine is a series of small bones placed one above the other. Between each pair of bones (vertebrae) is a cartilage which acts as a cushion or shock absorber, taking up the weight and shocks thrown on the spinal column as we stand or walk. Since nothing in the ordinary activities of us humans stretches the spine, these once soft and resilient pads are flattened down, become thin and hard. One's spine then does not absorb the shocks sustained but transmits them straight to the base of the brain. Then come headaches — backaches — "nerves" — insomnia — habitual tiredness. We have not one-half the force and "pep" we should have. We do not get the joy out of work or play we should. We are only about 50 per cent efficient.

When the cartilage is worn down to a certain point, nerve impingement may result. That is, two of the vertebrae may curve so close together as to "pinch" or press upon a nerve leading from the spinal column to an organ which the nerve controls. Then there is trouble. If the impinged nerve has to do with the liver, then liver trouble. If with the stomach, stomach trouble. If with the bowels, constipation. And so on. Chiropractic has awakened us to the number of grave ailments directly due to nothing else than impinged nerves.

YOU never give a thought to that spine of yours; do you? If you did you would be another man altogether. You'd have twice the energy you have — twice the strength and stamina. You'd pitch into your work with the avidity of a boy for play. You'd revel in anything that

Why the Spine Needs Stretching

The spine needs the peculiar motion, the flexing, the laxation it would get if we lived as man primeval did. This in order to loosen up the spine—to "elongate" it—to take the burden off the cartilage and the pressure off the nerves. No amount of violent exercise will do the trick, we know from experience, for often the most inveterate gymnast is a striking case of sub-laxation of the spine. As for walking or golfing, the spine only settles down a bit firmer with each step.

From my 25-year experience with spinal mechanics, I have evolved a method of SPINE-MOTION which seems to be the answer to the problem. My method of "laxating" the spine is a simple, boiled-down formula of just five movements. Neither takes more than one minute, so the whole process means but five minutes a day. But those movements, simple as they are, bring a wonderful change — almost instantly.

I have had many people come to me saying they were in perfect health and wanted to try my motion just out of curiosity, only to be amazed with the feeling of new exhilaration experienced in one execution of my spinal-motions. Only the other day a prominent Chicago business man, known as a human dynamo, remarked to me after a few days of my system, "I didn't realize until now that I was only 50 per cent alive."

I have seen my spinal motions put sick people on their feet in a few days. I have seen many a chronic case of headache, nervousness, stomach trouble and constipation completely relieved in a matter of weeks. Speaking of constipation, I have one motion—a peculiar, writhing and twisting movement—that will, in fifteen minutes, in nine cases out of ten, bring a complete evacuation.

I Promise You Startling Results

I know that there is something in my method for everyone, and I invite everyone to try it. I invite the young and the apparently "vigorous" to see what difference spine motion will make in their energies and capacities. I invite the ailing to see the direct relation between spinal mechanics and health. I invite men who are aging prematurely to put to test my statement that a man's powers (in every sense) by nature, should continue full flush up to the age of 60, being only a matter of a sound nerve-mechanism.

No "apparatus" is required with my method.

What SPINE-MOTION Is Doing for Others

"Feel like a new person since taking SPINE-MOTION. By the end of the first week was completely relieved of a long-standing case of constipation." L. A. K. Erans-ton, Ill.

"For years I was troubled with headaches over the eyes. At times I thought the pain would drive me mad. I have no doubt that it was due to pressure on some nerve relating to the eyes, since I have had no headache since I began working my spine." J. A. B., New York.

"Your SPINE-MOTION is just wonderful for office workers. I have new 'pep' since taking it up. Five members of our office force are now devotees of your art." P. A. K., Kansas City.

"You tell 'em, Mr. Bradstreet, 'elongating' your spine does make a difference. Am 60 years old and since going through the motions for the last two months, feel like a youngster of thirty." H. P. P., Los Angeles.

"Stomach trouble has been my affliction for years, but I'm licking it with SPINE-MOTION. No more doping for me." A. C., Des Moines.

"Wish I could take you by the hand. Hadn't a sound night's sleep for 10 years until I took up SPINE-MOTION." E. L., Dallas.

Just my few simple instructions made doubly clear by my photograph poses of the five positions.

Send No Money

The small fee of \$3—a bare fraction of what I have been accustomed to receiving in my private practice—pays in full for my method. But I do not ask you to send the \$3 in advance nor to make any payment or deposit whatever on delivery. I give you 5 days' free trial *wholly at my risk*. See the results you get in 5 days. If you do not experience something striking in the way of new health, new appetite, new desires and new capacities, just return the material and you won't owe me a penny. If you do see and feel the most wonderful benefits and wish to continue with the method, remit \$3 in 5 days and everything is yours to keep. Mail the coupon today and get my method for 5 days' free trial.

HOBART BRADSTREET

Suite 6015

630 So. Wabash Ave., Chicago, Illinois

HOBART BRADSTREET, Suite 6015
630 So. Wabash Ave., Chicago, Ill.

I will try your SPINE-MOTION without risk if you will provide necessary instructions. Send everything postpaid, without any charge or obligation, and I will try it five days. If I find SPINE-MOTION highly beneficial I can remit just \$3 in full payment; otherwise I will return the material and will owe you nothing.

Name.....

Address.....

Insurance Is Proof

IN selecting your instructor, don't be satisfied with what you hear or see—demand the facts—**PROOF!** Don't put all your faith in photographs. Remember a man can be almost ready for his grave and still be able to show you a very pretty photo of himself. If you want to be sure of getting a competent, sincere instructor, select one who demonstrates the efficiency of his teachings in his own body, and—can get **INSURANCE.**

Men who have spent their lives in the professional practice of athletics cannot obtain insurance because statistics show that **UNINTELLIGENT** over-use of the muscular system is dangerous to the general health and ruinous to specific organs of the body.

Read These Letters

They **PROVE** I am 100% Physically Fit, in spite of the fact that I worked my body harder, perhaps, than any living man—having spent my entire life at grueling feats of strength and endurance that no other living man could do even once, let alone hundreds of times. Yet after these years of professional labors, to say nothing of my strenuous mental activities in the teaching of my principles and methods to hundreds of thousands of pupils . . . after all this tremendous wear and tear—

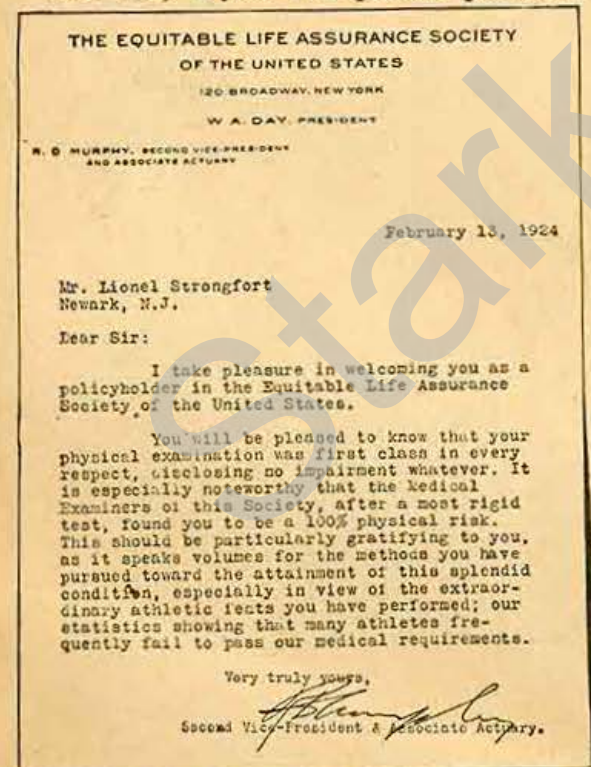
The Examiners Pronounce Me Sound to the Core A Perfect Risk in Every Way

Why, friend reader? Simply because **STRONGFORTISM** as taught and practiced by me is a perfectly balanced Science that gives everything and takes nothing away in the shape of energy or physical and mental power. It is the safest Course of Physical Instruction ever offered, as well as the most effective.

Your body is your most precious possession. It can be rejuvenated or **RUINED!** It all depends upon the instructor you select. **DON'T TAKE ANY CHANCES.** Enroll for a Course in **Strongfortism**—and **BE SAFE!**



\$50,000 in the Columbia National

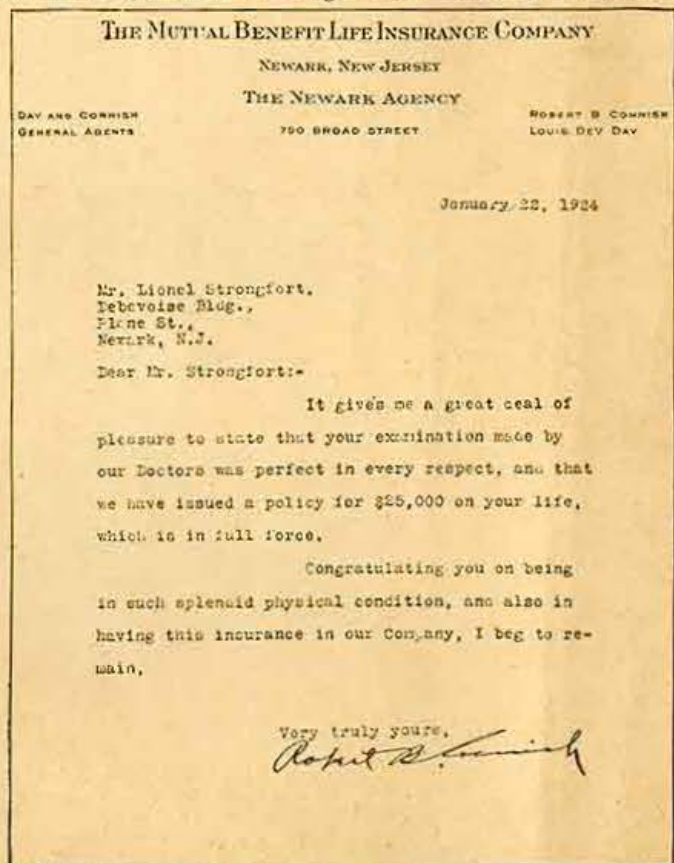


\$25,000 in the Equitable

LIONEL STRONGFORT

Physical and Health Specialist Over 25 Years

Newark, New Jersey, U. S. A.



\$25,000 in the Mutual

THE STRENGTH OF A HERCULES



Photograph (taken by flashlight on a stage) of Lionel Strongfort doing his world renowned bar-bell lift.

Official Record of Lionel Strongfort's Professional Engagements

NEW YORK	NUREMBERG
Adelphi Lodge, Masonic Temple, Special Performance	Apollo Theatre.....6 weeks
Koster & Bial's Music Hall.....2 weeks	MAGDEBURG—Walhalla Theatre.....4 "
Koster & Bial's Music Hall.....2 "	GOLITZ—Wilhelm Theatre.....2 "
Keith's Union Square Theatre.....1 "	BRMEN—Tonhalle Theatre.....6 "
Proctor's 125th Street Theatre.....1 "	DESSELDORF—Apollo Theatre.....4 "
Proctor's 5th Avenue Theatre.....1 "	HAMBURG—Hausa Theatre.....6 "
Proctor's 23rd Street Theatre.....1 "	DRESDEN—Central Theatre.....4 "
Proctor's 55th Street Theatre.....1 "	HUNGARY
Orpheum Theatre.....1 "	BUDAPEST—Favaraal Orpheum.....8 "
Edon Palace Theatre.....1 "	AUSTRIA
Grand Central Palace, Theatre.....1 "	VIENNA—Rosaacher Theatre.....8 "
CHICAGO	BOHEMIA
Majestic Theatre.....2 "	PRAGUE—Tichy's Variete.6 "
Willard Theatre.....1 "	CUBA
PHILADELPHIA	HAVANA—
Keith's Theatre.....1 "	Theatro National.....4 "
BOSTON	Theatro Payret.....2 "
Keith's Theatre.....1 "	Theatro Poliorama.....2 "
PROVIDENCE, R. I.	Circo Romano.....2 "
Keith's Theatre.....1 "	BELGIUM
PITTSBURGH	BRUSSELS—Palais d'Esp.....6 "
Forbes Baseball Field.....1 "	CHARLEROI—Casino Municipal.....2 "
RICHMOND, VIE.	OSTEND—Casino Bonboniere.....4 "
Casino (twice).....1 "	ANWERP—Theatre Scala.....4 "
NEW ORLEANS, LA.	SPAIN
West End Casino.....1 "	MADRID—Circo Parish.....6 "
BIRMINGHAM, ALA.	Circo Parish.....4 "
Casino.....1 "	Circo Parish.....8 "
ATLANTA, GA.	BARCELONA—Circo Alegria.....8 "
Ponce de Leon Casino.....1 "	VAL NCA—Teatro Principal.....6 "
SAVANNAH, GA.	SAN SEBASTIAN—Casino.....2 "
Casino.....1 "	PORTUGAL
AUGUSTA, GA.	LISBON—
Monte Sano Casino.....1 "	Colyseu dos Recreios.....8 "
ENGLAND	OPORTO—Teatro Principe.....4 "
LONDON—Olympia.....10 "	ITALY
Pavilion.....5 "	ROME—Circo Esquestre.....4 "
SOUTHAMPTON—Hippodrome.....2 "	HOLLAND
BOSCOMBE—Hippodrome.....2 "	AMSTERDAM—
WOLVERHAMPTON—Hippodrome.....2 "	Circo Carre.....6 "
CHARLIZE—Hippodrome.....2 "	ROTTERDAM—Casino.....4 "
WREXHAM—Hippodrome.....2 "	FRANCE
MANCHESTER—Palace Theatre.....4 "	PARIS—
GERMANY	Theatre Moulin Rouge.....8 "
BERLIN—Wintergarten.....8 "	Theatre Folies Bergeres.....4 "
LEIPZIG—Krystall Palais.....6 "	Theatre Etoile.....2 "
FRANKFURT, A. M.—Orpheum.....3 "	BORDEAUX—Casino des Lilas.....6 "
MUNICH—Deutsches Theatre.....8 "	ARENA de Tortos.....4 "
Deutsches Theatre.....4 "	NICE—Eldorado.....2 "
Deutsches Theatre.....6 "	MONTE CARLO—Casino des Beaux Arts.....4 "
COLOGNE—Apollo Theatre.....4 "	ROCHEFORT SUR MER—Casino.....1 "
	BIARRITZ—Casino.....4 "

EVERY man has within him a latent spark of the Eternal Strongman and an ardent desire to develop unusual muscular strength, power and endurance.

All the world admires a strongman—in business, in society, in the home, everywhere. The man who is strong is the successful, popular man. He enforces the respect of all by his ability to master serious situations; he protects the weak, wins justice for himself and others and is a Tower of Strength in everything he undertakes.

YOU CAN BE A REAL STRONGMAN

Even though Nature has not endowed you with a great degree of physical strength, you can develop muscular power and endurance far beyond your fondest hopes. Don't think because you are not a big bulky man that you cannot be successful with scientific athletics. Under proper guidance you can develop your latent strength and athletic ability to the utmost and be the strong, vigorous, efficient man that Nature intended you to be. But you must be careful to choose for your physical director a man who shows the resultfulness of his methods by personal physical perfection and accomplishments, and who through years of scientific study, preparation and experience is fitted to be your teacher.

BECOME A CHAMPION STRONGFORT ATHLETE!

No matter how often you have failed in your efforts to become a champion athlete and strongman, I can soon convince you that you have the ability to develop unusual muscular power. Under my guidance in the Strongfort Advanced Course in Heavy Weight Lifting and Scientific Athletics, you will achieve the maximum degree of strength, power and endurance and athletic ability. I guarantee it.

INVESTIGATE MY PROFESSIONAL RECORD

For over twenty-five years I have been engaged as a professional athlete, strongman and a physical and health specialist. During my professional career I appeared in the leading theatres of Europe and America and won the world's award as the Strongest Man and Most Perfect Specimen of physical development ever seen. Just think of my feats of great strength such as the famous Automobile Act in which I upheld a burden of three and one-half tons and the famous One-Hand Lift Overhead.

My record is open to all. Investigate my athletic accomplishments and my work as a scientific physical and health specialist. Convince yourself that the Strongfort Methods are the Best and make up your mind that only the best is good enough for you—and safe, sound and certain.

SEND FOR MY FREE BOOK

Many have asked for the details of my professional life here and in the leading capitals of Europe. My free book, "The Strength of a Hercules and How to Obtain It," contains an interesting account of my athletic feats, official professional engagements and the scientific truth about Heavy Weight Lifting and Advanced Athletics. I want you to have a copy. It is free. Just fill out the attached coupon and send it to me with a ten cent piece (one dime) to help cover the cost of postage, etc. An early mail will bring the book to you. I know you will find it the most instructive and interesting book on the subject you have ever read. Send for it NOW.

FREE
CONSULTATION
COUPON

Mr. Lionel
Strongfort
Dept. 1707
Newark, N. J.

Dear Sir:—Send me your free book, "The Strength of a Hercules and How to Obtain It," for postage on which I enclose a ten cent piece (one dime). I understand that this does not obligate me in any way.

Age

Weight

Occupation

Previous Training

(if any)

Name of Instructor

(if any)

Name

Street

City

State

LIONEL STRONGFORT

Physical and Health Specialist over 25 Years

Department 1707

Newark, New Jersey, U. S. A.

Special Limited Time Offer

Come Along and Join Now

The American Continental Weight-Lifters' Association



GEORGE F. JOWETT
Founder and President
of the A. C. W. L. A.

To bring every health seeker, bar-bell lover, and weight lifter together, and help them form STRENGTH clubs in their separate localities, compile and establish a code of rules for weight lifting, and secure the recognition of all the weight lifting organizations in other countries for American athletes, to such an extent as to cause the willing reciprocation on all things mutual from these foreign bodies, is a tremendous task, which has daunted the heart of all other accepted leaders in physical culture until that great enthusiast, George F. Jowett, stepped forward into leadership and filled the breach, and supplied America with this splendid organization. These mentioned facts are only a few of what the A. C. W. L. A. has done, and is doing and will continue to do as long as it has such an avowed idealist for leader.

Go Over the Top With Us

How quickly these facts have been grasped and accepted is proved by the wonderful rally of enthusiasts all over the country. Enrollments have increased 100% in the last thirty days and that has encouraged us to extend our offer in order to give YOU the opportunity to become a member of this worthy organization that is undoubtedly the finest of its kind existing today. The assets of this association are your physical and moral ideals, in which we believe so thoroughly, and this is why we have the backbone of our convictions that gave us the courage to launch this nation-wide campaign.

We Believe in Our Ideals

All health seekers and body builders are idealists, and being such, invariably long for the opportunity to convert and teach others the value of a clean life. There are people who say the Arcadian spirit cannot exist, but we know this is not true. We all have dreams, and what is more beautiful than the impersonified dream of the perfection of the human body.



A. C. W. L. A.
Lapel Emblem

The Priceless Gift of Life

A child will cherish its first gift, then why should we not treasure the first earthly gift of God, OURSELVES?

The lapel button of this order is the emblem of your ideals. WEAR IT and rally to our ranks, and go over the top with the glorious bunch of fellows who belong, and are allied to fight for the maintenance of better health and body-building principles in America.

These Are All Yours

With your initiation into this order, we give you a full year's membership that will be your passport from one club to another wherever you go, and bring you in touch with the most up-to-date ideas that embrace body-building practices. The wide field we cover will broaden your knowledge on all these matters a thousand-fold, and give you benefits you never thought possible. We give you your lapel button by which, on sight, member will know member on the street. You do not have to be told the value of meeting a brother member and enthusiast. YOU know. We all extend the hand of friendship and endeavor on all occasions to bring members together, but how much better it will be to have you help us do all this. You can be a potential factor to our united success.

The National Exhibition and Convention of the A. C. W. L. A. Will be Held in Philadelphia

Members, STRENGTH readers, Milo pupils, all are welcome to come to Philadelphia, and bring your friends to our big demonstration. The best weight lifters in the world and America along with the best muscle posers and physical culturists will exhibit and talk. Write in for date of program, and accommodations for out of town members and readers, and help make this meeting more vigorously successful with your presence.

This is America's Crusade Line Up

The fact that the greatest champions and teachers of America have enrolled in this association is proof that we are supplying a national need. Our big object is to institute more and more STRENGTH clubs until we can cover the whole United States with them, and this we are doing which will eventually result in uplifting our national physical assets superior to those of any other nation.

Remarkable Offer by Strength

The regular initiation fee is \$2.50 to a new member, and a yearly subscription of \$5.00, a total of \$7.50. This entitles you to the lapel button insignia of your order, membership card, one year's subscription to the STRENGTH Magazine, and all the big benefits of this organization.

All This is Offered to You for the Low Fee of \$4.00.

Our hearts go out to the STRENGTH Magazine

for making possible this splendid opportunity as their share in helping us to reach the one-quarter million mark.

We Know You Are Interested,

so tear off this coupon, and write for all details concerning this organization which will be furnished you by its founder and President, George F. Jowett, care of STRENGTH Magazine, 2741 N. Palethorp St., Philadelphia, Pa.

GEO. F. JOWETT, President A. C. W. L. A.
c/o STRENGTH MAGAZINE,
2739 N. Palethorp St., Philadelphia, Pa.

Dear Mr. Jowett:

Allow me to take advantage of the STRENGTH offer, by enclosing \$4.00, which entitles me to one year's subscription to STRENGTH, the lapel insignia of the A. C. W. L. A. with membership card paid up for one year, and all its benefits. Kindly forward same at once.

Name

Address

Town..... State.....

All A. C. W. L. A. Members,
"Strength" Readers, and Milo
pupils who are interested are re-
quested to get in touch with the
following persons who are repre-
sentatives of the A. C. W. L. A.

MR. OTTLEY COULTER,
c/o Police Dept.,
Uniontown, Pa.

MR. DAVID WILLOUGHBY,
1305 W. 8th St.,
Los Angeles, Calif.

MR. CHAS. B. SWIFT,
Island Ave., at Boquet St.,
McKees Rocks, Penna.

MR. SIEGMUND KLEIN,
3924 Broadway,
New York City, N. Y.

MR. HARRY B. PASCHALL,
Box 7,
Kilbourne, Ohio.

MR. MARQUIS A. LOSEY,
161 Clinton Avenue,
Jersey City, N. J.

MR. MARK H. BERRY,
215 Clifton Avenue,
Newark, N. J.

MR. M. G. OMERIOD,
1724 Hampton Rd.,
Akron, Ohio.

DR. WM. E. CAMPBELL, Jr.,
Atlanta Nat'l. Bk. Bldg.,
Atlanta, Georgia.

MR. JOHN B. BERRIGAN,
7464 Greenview Ave.,
Chicago, Illinois.

S-1-25

Free Yourself of Rupture Without Pain, Operation or Loss of Time

FOR the benefit of our readers we take pleasure in publishing the Brooks offer to save all who are ruptured from wearing painful makeshift trusses that do not cure.

The Brooks Appliance Is Sent on Trial to Prove It

Every day that you suffer from rupture—every hour of truss torture that you endure—after you read this page IS YOUR OWN FAULT.

For many years we have been telling you that no makeshift truss will ever help. We have told you about the harm ill-fitting trusses are doing. We have told you that the only truly comfortable, sanitary and scientific device for holding rupture is the Brooks Rupture Appliance.

The Brooks Appliance clings to you without force and you are hardly conscious of its presence. But above all else, it **HOLDS ALWAYS**. We offer to prove these statements by sending you a Brooks Appliance on trial entirely at our risk.

The letters on this page have been selected because each one tells the story a little differently. It is the same story in every case, pain, suffering sometimes almost unendurable, dread of the future, fear of the surgeon's knife and then the Brooks Rupture Appliance like a miracle bringing instant relief from all suffering—and after a reasonable time, a complete cure.

You cannot read these letters without knowing they are true, and surely you must believe we can help you as we have helped these others.

If you really want to be rid of your rupture, fill out the coupon at the bottom of this page and mail it today.



The above is C. E. Brooks, Inventor of the Appliance. Mr. Brooks cured Himself of Rupture Over 30 Years Ago, and Patented the Appliance from His Personal Experience. If Ruptured Write Today to the Brooks Appliance Co., Marshall, Mich.

Ten Reasons Why

You Should Send for Brooks Rupture Appliance

1. It is absolutely the only Appliance of the kind on the market today, and in it are embodied the principles that inventors have sought after for years.
2. The Appliance for retaining the rupture cannot be thrown out of position.
3. Being an air cushion of soft rubber it clings closely to the body, yet never blisters or causes irritation.
4. Unlike the ordinary so-called pads, used in other trusses, it is not cumbersome or ungainly.
5. It is small, soft and pliable, and positively cannot be detected through the clothing.
6. The soft, pliable bands holding the Appliance do not give one the unpleasant sensation of wearing a harness.
7. There is nothing about it to get foul, and when it becomes soiled it can be washed without injuring it in the least.
8. There are no metal springs in the Appliance to torture one by cutting and bruising the flesh.
9. All of the material of which the Appliances are made is of the very best that money can buy, making it a durable and safe Appliance to wear.
10. We guarantee your comfort at all times and in all positions, and sell every Appliance with this positive understanding.

Doctor Pronounced Him Cured

Norwich, N. Y., 34 Fair St.,
August 2, 1924.

Dear Mr. Brooks: I discontinued wearing my Appliance about six weeks ago and am happy to say that my rupture is entirely healed. Was examined by my doctor and pronounced cured. Considering my age, 61 years, think this is wonderful work.

Cannot express to you just how grateful I am, for up to the time that I commenced wearing your Appliance was miserable every minute. With best wishes for your success, I am,
Gratefully yours, E. W. Brown.

Cured Two Years Ago—Is Very Grateful

Roan Mountain, Tenn., R. F. D.,
No. 2, Box No. 84, July 22, 1924.

Mr. C. E. Brooks: Your Rupture Appliance has cured me—I have been well for two years. You may use my name and this letter in any way you wish for I feel very grateful.

Yours truly, John Clark.

Five Operations Failed

Lowell, Mass., 14 La Grange St.,
June 7, 1924.

Dear Mr. Brooks: About five months ago I purchased one of your Appliances and want to say in less than two months I began to notice improvement. I believe the cure is complete, as I took the Appliance off a couple of weeks ago and have had no trouble. Had suffered for twelve years and never found any comfort or relief with any of the trusses I had tried.

I am interesting my friends in this Appliance and why wouldn't I aid a rupture sufferer when I know the agony one goes through? Your Appliance was a Godsend and if circumstances would allow me I would come to your city and thank you personally.

Believe I told you before have had five operations for this trouble without success. I am grateful to you, and am,

Ever yours, James Brady.

Spring Trusses Failed—Brooks Appliance Cured

Sterling, Mass., Box No. 177, June 11, 1924.
Brooks Appliance Co., Marshall, Mich.

Gentlemen: I wore your grand Rupture Appliance for one year day and night, after which I underwent a doctor's examination. He stated I was completely cured. This examination was made in December, 1921, and I haven't worn the Appliance since and have had no trouble.

I suffered from a double rupture and had used spring trusses for six years without help. Wishing you success in your grand work, I remain, sincerely yours,
Albert Foote.

75-Year Old Carpenter Cured

Freeport, N. S., Can., May 25, 1924.

Dear Mr. Brooks: Thank you for your kindness in writing me, but I am pleased to inform you that I do not need anything in connection with the Appliance, for I have not worn same for the last nine months and consider myself cured of rupture.

The rupture has not troubled me for the last four years—thanks to you and your invention. It was a Godsend to me, for the doctor said there was nothing for me but the knife. I am seventy-five years old and work every day at my trade as a carpenter. You are at liberty to use the above statement in any way you choose.
Sincerely, C. H. Campbell.

Daughter Cured—Is Anxious to Tell Other Worried Mothers

Edmonton, Alta., Can., 11637 125th St.,
March 13, 1924.

Gentlemen. One year ago I bought your Rupture Appliance for my little girl, who was three years old. She is now four and the rupture hasn't bothered her since I put the Appliance on.

I surely am very thankful to you and you may use this letter, as it may help some other worried mother.

Yours very truly, Mrs. Thos. Scott.

Cured in a Few Months

Xenia, Ill., Box No. 144, July 20, 1924.
Mr. C. E. Brooks, Marshall, Mich.

Dear Sir: In reply to yours of recent date I will gladly say I used your Rupture Appliance for only a few months according to instructions. My rupture is fully cured.

I have not felt any ill effects from it for two or three years.

I can't say how grateful I am to you and have had several parties write you through my recommendation. Sincerely yours, J. F. McCulley.

Boy Cured in 1921—No Trouble Since

Dennis, Tex., July 14, 1924.

Dear Sir: I bought your Appliance for my son in 1920 and he has not worn it since 1921.

Since that time he has gone through the most rigorous tests that a boy can think of and never complains in the least. Doctors pronounce him cured.

I would advise anybody suffering from rupture to use your Appliance and grant you full permission to use this letter if it is of any value.
Sincerely yours, M. F. Taylor.

Watch for Trade Mark

Beware of imitations. Look for trade mark bearing portrait and signature of C. E. Brooks which appears on every Appliance. None other genuine.

FREE INFORMATION COUPON

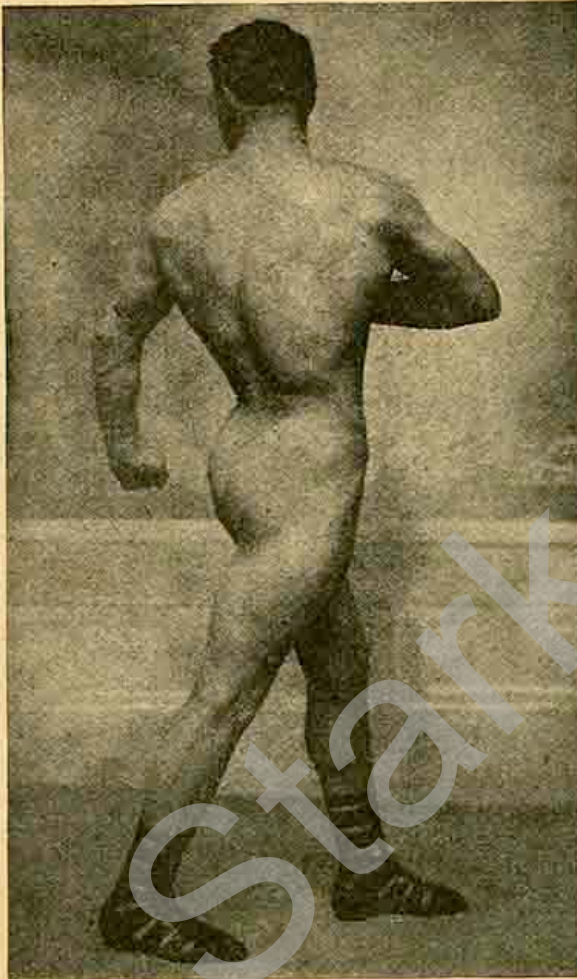
Brooks Appliance Co.
189B, State St., Marshall, Mich.
Please send me by mail in plain wrapper your illustrated book and full information about your Appliance for the cure of rupture.
Name
R.F.D. or
Address
City..... State.....

A Book That Will Revolutionize Body-Building Methods "SUPER-STRENGTH"

Written by
ALAN CALVERT

The former editor of the "Strength Magazine"

is winning golden opinions from its readers. Here are quotations from a few of the many letters which we receive daily:



One of the 183 pictures in "Super-Strength"

"The book, 'Super-Strength,' is great, and just what I needed. If I thought I could not get another copy, I would not sell mine for \$50.00. This may sound like an over-statement, but it shows you what I think of the value of the book."

"Have received the wonderful book, 'Super-Strength,' which contains a wealth of real knowledge. I would not part with it for anything, and have read it through twice already."

"There is one thing you can say for 'Super-Strength,' and that is that once you start to read it, you cannot put it down until you finish it. When I got my copy, it took me an hour to thoroughly examine the ninety-five pages of pictures, and then I sat up the rest of the night reading the text."

"'Super-Strength' is the book I have been hoping for, and wishing for these many years. I have spent over \$100.00 in buying different courses of instruction, but I can truthfully say that this book contains more actual instruction, and gives more beneficial information than I found in all the courses which I had bought previously."

"The book, 'Super-Strength,' received. It exceeds my expectations. It is far more than you claimed for it. It comprises the most complete and thorough course in body-building exercises that I have ever come across. Many of the exercises are absolutely new to me, and have produced the most surprising results in the few days that I have practiced them."

"I suppose you people know your own business best, but let me tell you that you are making a mistake in charging only \$3.50 for the book, 'Super-Strength.' I have paid \$5.00 and \$10.00 for books that did not contain one-quarter as many pictures, one-half as many words, or one-tenth as much real instruction as this book does. Please congratulate the author for me on his wonderful selection of pictures."

Have You Bought Your Copy?

If not, we advise you to place your order at once, and to use the coupon at the bottom of the page. If you have not read any of the previous advertisements, we will now tell you that this book of Mr. Calvert's contains 220 pages of closely printed text—about 80,000 words in all. There are 26 chapters, some of which are devoted to instruction, others describe the wonderful feats of strength performed by celebrated "Strong Men," and still others which show the reader how he can learn to do similar feats. There are 95 illustrated pages, bearing 183 separate pictures. These pictures are printed on high-grade coated paper, so as to bring out all the details of the muscular development of the Perfect Men whose pictures adorn the pages. In that part of the book devoted to instruction, you will find a description of some exercises which have heretofore been the trade secrets of professional "Strong Men," and which have never before been published.

Altogether a great book,—and the demand for it shows the high estimation in which the readers of this magazine hold Mr. Calvert's writing and teaching ability.

Remember the name of the book is

"SUPER-STRENGTH"

by
ALAN CALVERT

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S-1-25

Gentlemen:

Enclosed find { cash
check
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for \$3.50, for which please send me a copy
of "SUPER-STRENGTH," by Alan Calvert.

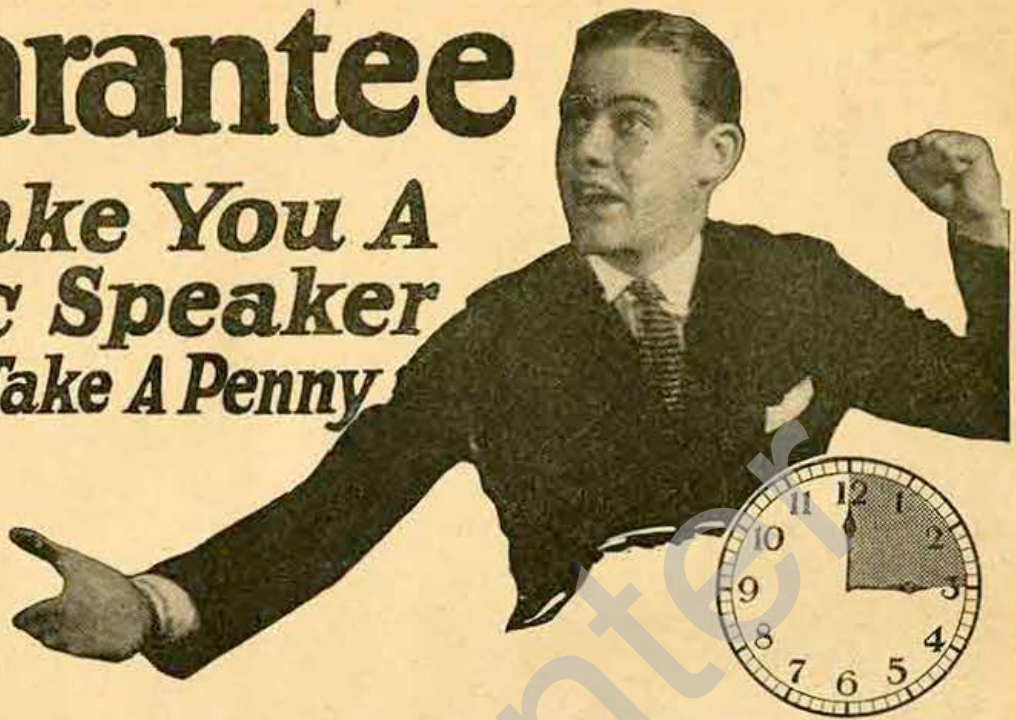
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That's all I want, 15 minutes a day, to prove to you beyond a shadow of a doubt that I can do for you what I have done for other men—increase your income, make you a leader, make you successful.

C. F. Bourgeois, President of Robischon and Peckham, says: "The lesson on 'How to Develop Personality' is alone worth the entire cost of the course. It has been of real practical help to me."

Walter O. Ford of the Ford Manufacturing Company writes: "Was always considerably flustered when called upon to speak. Now, thanks to your course, I feel perfectly at home and confident. Every man who wants a strong personality and the power of effective speech should take your course."

H. B. McNeal, President of the Telephony Publishing Company, says: "It should appeal to every man and especially to young men who are ambitious for rapid promotion."

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These men write as do hundreds of other successful men concerning this amazing new method of making you a forceful, fluent, convincing speaker. The world is at the feet of the man who can hold others by the sheer power of speech. Powerful speech shortens the road to success. Leadership depends on the ability to talk forcefully, fluently and convincingly. Why do salary increases and the big-pay jobs seem to just come naturally to one man when all about him are men of equal ability in other respects? Why in social life does one man have great influence and be the center of interest when others are ignored? The answer is obvious. The suc-

cessful man has the knack of making every word he says or writes count in his favor. He is never at a loss for the right word and he presents his proposition or views in clear, logical and forceful language—with the result that he gets what he goes after. He has the wonderful power to

Sway Others At Will

and he is welcomed everywhere and listened to with deep respect. How many men can address a dignified board of directors and

What This Amazing Course Teaches You

- How to make after-dinner speeches.
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- How to sell more goods.
- How to have a good memory.
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- How to make political speeches.
- How to develop self-confidence.
- How to have a winning personality.
- How to be master of any situation.

have their plans and ideas approved? How many men can appear at a moment's notice before an audience and create enthusiastic notice? Not many. And yet there is no reason why any man should not be able to do these things just like successful men are capable of doing them. Powerful and convincing speech can be easily acquired.

Easy For Anyone

I don't care what line of business you are in. I don't care how embarrassed you now are when you are required to speak. I don't care what you think now. I can show you

how to rise quickly above the mass in business, how to step to promotion, how to be a leader, with poise and the assurance to plunge right into any subject and convince your hearers of your point of view. By this amazing new method, made possible by Professor R. E. Pattison Kline formerly dean of the Public Speaking Department of the Columbia College of Expression, being a powerful speaker is easy and simple.

Free Self-Test

To convince you fully that you can become a powerful and convincing speaker by giving me only fifteen minutes a day right in the privacy of your own home, I will send you a remarkable FREE self-test, and then you can judge for yourself. I want you to determine whether or not you wish to have this power of speech that men envy and women applaud. Also, because I know that you will be so delighted that you will tell others of this amazing method, I will send you a

Special Offer

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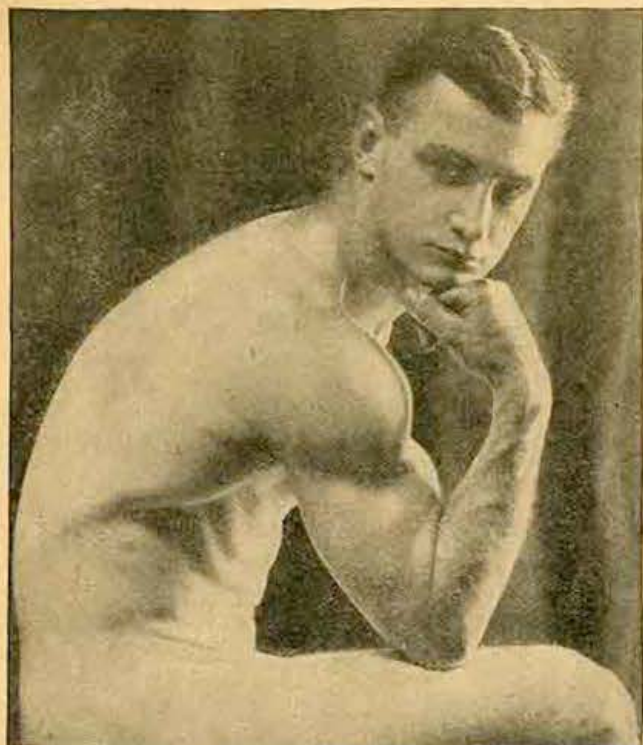
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The Most Important Thing in the World



CHARLES MacMAHON

IS THE WAY YOU FEEL. Health means more than having just enough energy to get through your daily work. Real health means the possession of considerable muscular strength combined with great powers of endurance. It means that your internal organs are in first-class working order. It means that you are immune from temporary sickness and chronic disease which shortens life.

The Next Most Important Thing

IS THE WAY YOU LOOK. Your personal appearance counts for a lot in these times. It is nice to look well in a bathing suit; but it is far more important to be able to create an impression when in your street clothes. To have people exclaim, "My, what a finely built chap!" after one glance at the broad shoulders, deep chest, trim waist, and beautiful proportions which are noticeable even when you are fully dressed.

Your aim in training should be, **not health alone, not appearance alone, not strength alone**, but that combination of all three which is the surest sign of real vigor.

I am looking for the man who wants to save time. The man who knows that he needs to improve his physical make-up, who has very little time to exercise, and who **must have results.**

I Have An Entirely New Training Method

which contains a time-saving element found in no other course of training. The principal muscles are exercised in groups. There are but few exercises in each lesson and after you have mastered these exercises, you drop them and substitute the more advanced exercises in the next lesson. Under my tuition, you never have to practise more than a few minutes a day. The effect is so sure and rapid that:

- 1st. Weak beginners, who can't even chin themselves with both arms, soon find that they can easily chin the bar with one arm.
- 2nd. The stout beginners who cannot even reach their ankles can soon learn to bend over and put the palms of their hands on the ground, without bending their knees (and incidentally reducing their waist girth by eight to ten inches).
- 3rd. That scrawny beginners soon find themselves gaining weight and shapeliness as a result of their increased digestive powers.
- 4th. That undeveloped beginners soon find themselves taking pride in their unusually large and clean-cut muscles.
- 5th. That non-athletic beginners soon find that they are in possession of the speed and strength that makes them winners in sports and games.

ACTUAL EXERCISE, MUSCLE CONTROL, TUMBLING AND HAND BALANCING ARE GIVEN YOU IN MY FREE BOOK

The title of this **ABSOLUTELY FREE BOOK** is, "The Royal Road To Health And Strength." It shows you how to actually perform more worth-while feats than any other book of its kind, besides clearly explaining my Physical Training Methods. Furthermore, it is full of half-tone pictures showing my own physique, as well as a great number of my magnificently developed pupils. There are sixty-four pages of magnificent pictures and desirable instructions for you **FREE**. **DON'T** even send a dime for mailing charges.

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CHARLES MacMAHON

Studio A-24

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Studio A-24,
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TEAR OFF—FILL IN—MAIL NOW

IMPORTANT

My New Leaflet, "Your Muscles, Where They Are and What They Do," will be sent with my Book and it is also free. Every person contemplating physical culture should get this Leaflet first. Then you will really know what you are doing. Get both of them by return mail.

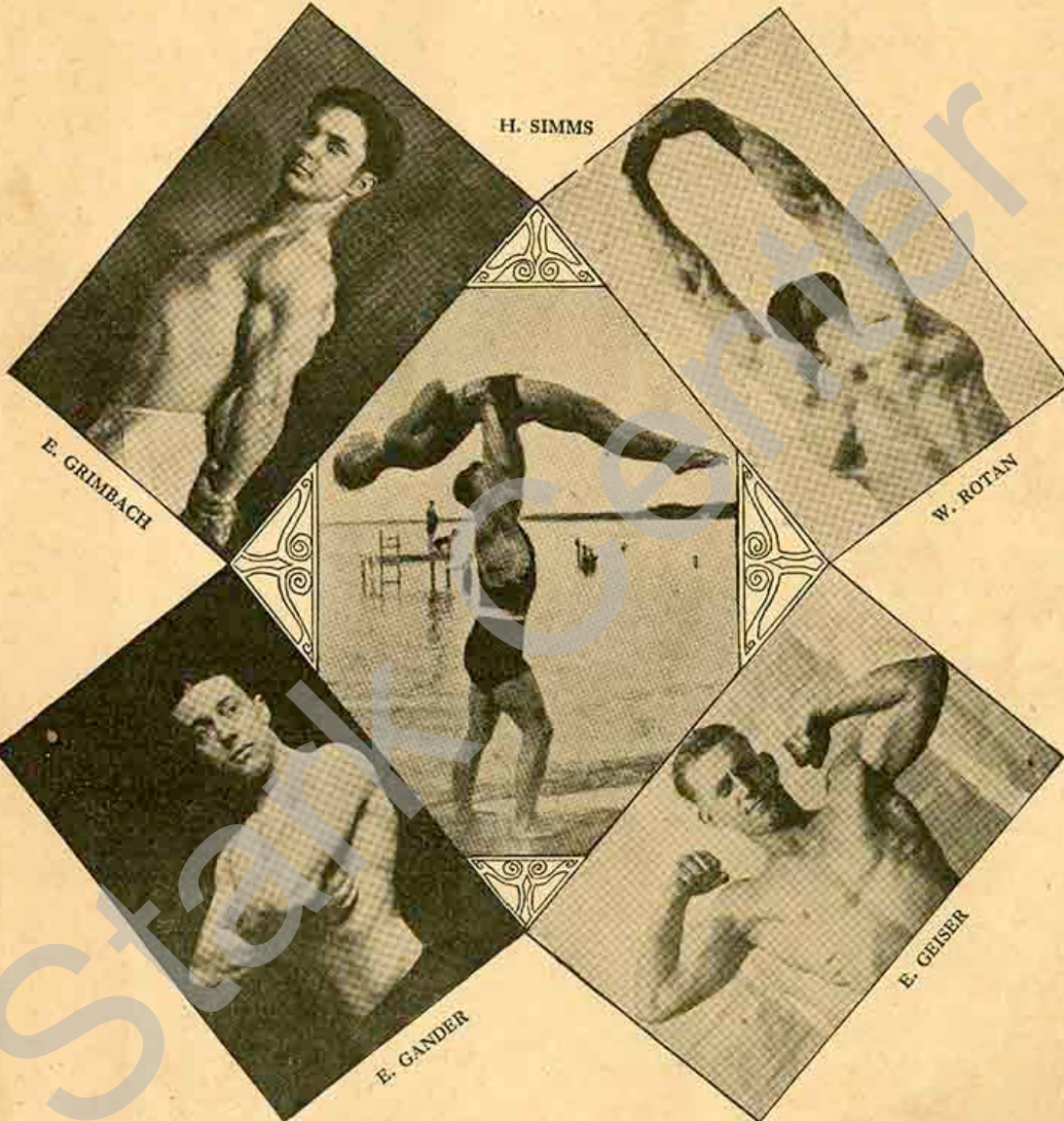


CHARLES MacMAHON
In Muscular Pose

LOOK AT THESE FELLOWS

Then Judge for Yourself Whether or Not I Produce Real Men of Power and Physique

My Book, which does not cost you a red cent, is full of pictures of this type of men—the type I produce. Get it without waste of time by mailing the coupon in to me NOW.



ABSOLUTELY FREE

This Book of mine, which will be yours for the mere asking, does not only explain my never-failing methods. It does not only give you a great number of beautiful pictures of my pupils and myself. It shows you, besides these, how to actually perform many of the feats that you would give almost anything to be able to flash upon your friends. Here's your opportunity to get them free. Everybody is getting this book—you get it, too, right now.

CHARLES MacMAHON

Studio A-24

180 W. SOMERSET ST.

PHILADELPHIA, PA.

CHARLES
MacMAHON
Studio A-24,
180 W. Somerset St.,
Philadelphia, Pa.

Please mail me a copy of your valuable book, "THE ROYAL ROAD TO HEALTH AND STRENGTH," which you are to send me without charge in accordance with your special offer.

TEAR OFF—FILL IN—MAIL NOW

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800,000 People Will Die This Year of Preventable Disease

BARRING accidents and suicides, only a small percentage of these 800,000 people should die. Every year more than ten thousand people die of bronchitis, sixty-four thousand die of pneumonia, seventy-five thousand die of kidney trouble, fifty thousand die of respiratory disease, one hundred and six thousand die of tuberculosis, approximately eighty-five thousand die of influenza, and more than ten thousand die of intestinal trouble.

It is a fact that only about one person out of three enjoys good health. And those who are physically a little "off" right now will more than likely be the ones to succumb to preventable diseases this year. And they are the ones who should not die.

That occasional headache, that tired, exhausted feeling, loss of appetite, the casual cold—all these are danger signals you should heed. Nature is warning you of impending sickness. Seemingly trivial symptoms tell of serious troubles taking root in your body. And yet, ninety-nine people out of every hundred will absolutely ignore these danger signals. As long as they are not flat on their backs, they will fool themselves into believing that they are all right.



BERNARR MACFADDEN

World famous Physical Culturist—guiding health seekers successfully for more than 30 years has qualified him for preparing the wonderful Encyclopedia of Physical Culture—the most comprehensive, valuable general treatise on health ever given to the world.

The Average Person Pays Thousands of Dollars in Doctor's Bills

Nature is merciless. If you do not understand her laws and her methods of preventing and curing sickness, you suffer. She knows no excuses—she accepts no apologies. Animals instinctively know what to eat and how to exercise to avoid sickness. And even if through close confinement or when wrongly fed they become ill, they quickly recover their health when allowed to eat and exercise as their intuition guides them.

How To—

Possess exhilarating health every day in the year
 know your own body
 eat for health
 diet for the cure of disease
 know the art of food preparation
 build a powerful physique
 correct physical imperfections
 become a physical director
 avoid unhappy marriages
 avoid disease
 fast as a curative measure
 cure by hydrotherapy (heal by the use of water)
 apply all methods of drugless healing
 give first aid in emergencies
 apply home treatment for disease
 recognize diseases by manifestations
 build nervous energy
 treat the common forms of disease
 understand the process of reproduction
 benefit by the laws of sex and marriage
 treat diseases of women
 diagnose diseases
 have healthy and vigorous children
 treat female disorders
 treat male disorders
 obtain virility and manhood
 care for the complexion
 manicure; care for the hair and feet
 cultivate the mind
 These are only a few of the matters explained in the Encyclopedia.

You can rule your health as surely as you rule your actions. The person who does not understand Nature's method of preventing and curing sickness is ill an average of 21½ days each year. In fact, it is estimated that the average person in a lifetime spends \$4,100 on doctor and hospital bills, loss of time from business, medicine and other expenses due to illness. Thousands of people are living half-powered lives because they are ignorant of the laws of Nature. Many of these people will fill an early grave, when they might easily have lived to enjoy a ripe old age.

Nature's Methods and Secrets of Perfect Health Revealed

Bernarr Macfadden is the world's outstanding exponent of physical culture. He has had more than thirty years' experience in guiding thousands of physical wrecks to glorious health and vigor. Out of that experience he built his Encyclopedia of Physical Culture.

This marvelous work tells you how to build rugged health, vitality and strength. It is for every member of the family. No matter how young the person may be or how old, the great "natural methods" which this Encyclopedia teaches will be of inestimable benefit. It gives invaluable information on fasting, diet, exercise and hydrotherapy for health and beauty building. A thorough and extensive treatment is given of the laws of sex, the attainment of virile manhood and womanhood, and happy, successful parenthood, together with details for the diagnosis and treatment of all sexual diseases. Handsomely illustrated charts on anatomy and physiology are scattered throughout the book.

At 70 He Brought Himself Back to 50

Sanford Bennett was seventy years old before he learned Nature's secrets, yet in spite of his advanced age, he was able by applying the principles laid down in Mr. Macfadden's great work to restore the energy, vitality and vigor of fifty. Recently he wrote, "For the first time in the history of the world, what I regard as a complete presentation of the true curative measures in relation to all kinds of disease is to be found in this set of five most remarkable books."

What would it be worth to you to be able to instantly identify in its earliest stages any sickness that might overtake you or any member of your family? What would it mean to you to have glorious health, almost complete freedom from sickness or disease, no doctor bills to meet, no hospital bills to pay, no days of suffering and worry, no lost salary? What would it mean to you to be able to give proper treatment while any illness is in its earliest and most easily controllable stage and so effect a prompt cure?

Neither Dull nor Technical

Macfadden's Encyclopedia of Physical Culture is neither dull nor technical. You can easily understand every page and every word. It is comprehensive and complete in every sense. It is the crowning effort of Mr. Macfadden's lifetime of experience and its worth cannot be overestimated. You haven't any idea how valuable it can be to you or how many dollars it will help you save each year. It may even be the means of saving your life. Be sure and read the complete contents of this wonderful set of books on the following page.

READ THE DETAILS OF OUR AMAZING OFFER ON NEXT PAGE

An Amazing 10 Days' Free Offer!

There is now no excuse for any man or woman to be ignorant of Nature's laws regarding health. Bernarr Macfadden has authorized us to send to anyone requesting it, on a 10 days' free examination, any one of the five beautiful volumes of his Encyclopedia of Physical Culture. And the request does not in any way carry an obligation to buy.

Mr. Macfadden believes this work is the crowning achievement of his lifetime of experience in guiding thousands to renewed health. He believes there is a need for this tremendously helpful work in every home.

One man writes (name furnished upon request): "This will acknowledge receipt of the five volumes of Bernarr Macfadden's Encyclopedia of Physical Culture which I ordered from you. I cannot express the wonderful value of these great books and feel they will lead me to a successful married life; as I have recently married. They are a plain, sensible and priceless guide to a perfect physical life."

Calls the Encyclopedia His Best Doctor

Thousands of letters like this literally pour in on Mr. Macfadden from thankful owners of his marvelous work. The sick have been restored to health—the well have been able to retain their health—the mother has been able to protect her own health and the health of her children.

Another grateful owner has written: "Permit me to thank you for the great work by Mr. Macfadden—The Encyclopedia of Physical Culture—which I got from you some time last month. I have read much of it already, and consider it to be one of the best books on health ever published. I wish to thank Mr. Macfadden for his great work. The Encyclopedia is going to be my best doctor now and always." (Name furnished on request.)

If you are not enjoying the perfect health which is your birthright, you haven't employed the methods provided by Nature to keep you well. These methods and secrets of perfect health are now unfolded to you in these five marvelous books.

Send No Money—Not One Cent

You can have these five books for your own personal examination for ten full days FREE. We don't want you to send one cent now—we do not want one single penny from you unless you feel positive that these five books will be of wonderful help to you in building and sustaining your health.

After you have made the ten days' free examination, if you decide that you want the Encyclopedia, just send us \$2.00 and then \$3.00 a month until you have paid the total cost of \$35, for the entire five volumes.

If you care to pay cash, then remit only \$31.50.

It is not necessary, however, to pay all cash—we gladly accept orders on the \$3.00 per month payment plan.

But, remember, the ten days' examination is free and if after your careful examination of the volumes you decide that you do not want the Encyclopedia, if you feel that you can afford to be without them, simply return the volumes and you will not owe us one cent nor be under any obligation.

To all who decide to purchase the Encyclopedia, we will include a full year's subscription to **PHYSICAL CULTURE**—whether the cash or deferred payment plan of purchase is chosen.

Free Examination of All Five Volumes

The general contents of each of the five volumes are:

Vol. I—Anatomy, physiology, diet, food preparation.

Vol. II—Physical training, gymnastics, corrective exercises, physical culture exercises for women, sports, athletics, beauty culture.

Vol. III—Fasting, hydrotherapy, first aid, spinal manipulation, mechanical diet and regimens.

Vol. IV—Diagnosis and detailed treatment for individual diseases alphabetically listed.

Vol. V—Sex hygiene, physiology, motherhood, pregnancy, maternity, baby care, disorders of men and women.

We will send you the entire set for ten days' free examination. All you need to do is to fill in and mail the coupon to us—or a letter will do—and we will immediately send the books to you. Remember this examination carries no obligation—if you are not entirely satisfied, you simply return the volumes.

This offer, however, is restricted to persons residing in the United States and Canada.

If you want to enjoy glorious health—if you want to drop years from your age—if you want to radiate joy and happiness—if you want to have greater success-winning energy, power and vitality than ever before, you must live according to Nature's laws—which are clearly shown you in this wonderful work—The Encyclopedia of Physical Culture.

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New York City

London Agent:
Atlas Publishing Co.
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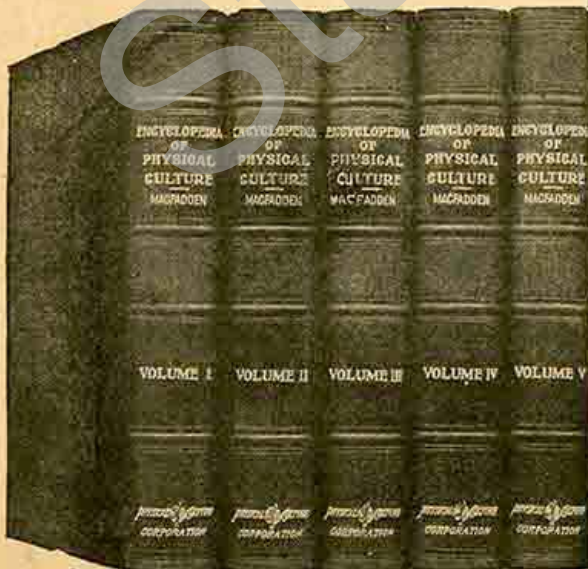
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New York City.

Send me for inspection the five Volumes of the Encyclopedia of Physical Culture. I agree to return the set in ten days or pay \$31.50 cash for the entire Encyclopedia or \$35 on the easy terms mentioned in this offer. My acceptance of this offer includes a year's subscription to Physical Culture Magazine.

A Complete Education in PHYSICAL CULTURE

This set of five volumes contains a complete education in Physical Culture and Natural Curative Methods—the equivalent of twenty comprehensive books on the following phases of health and vitality building.

- (1) A complete work on **Anatomy** fully illustrated.
- (2) A **Physiology** in plain language, and embracing many illustrations.
- (3) A reliable and comprehensive handbook on **Diet**.
- (4) A complete **Cook Book**.
- (5) A book on **Exercise in Its Relation to Health**.
- (6) A handbook on **Gymnastics**, with full instructions on drills and apparatus work of every sort, with hundreds of illustrations.
- (7) A book illustrating and describing every form of **Indoor and Outdoor Sports and Exercises**—complete courses in **Boxing, Wrestling, etc.**
- (8) Handsome colored charts and instructions for **Developing a Powerful Physique**.
- (9) A complete handbook on **Beauty-Culture**.
- (10) The most complete and extensive work on **Fasting** ever published.
- (11) A comprehensive work on **Hydrotherapy**, including water treatments of every variety.
- (12) A book on **Mechanical Therapeutics**, giving full details and scores of pages of illustrations of physiotherapeutic treatments.
- (13) A thorough work on **First Aid** with drugless methods.
- (14) A lavishly illustrated work on **Diagnosis**, giving plainly written instructions for detecting diseases of every sort, and finding their cause.
- (15) A comprehensive illustrated book on **Home Treatments for All Diseases**, alphabetically arranged and written in plain language.
- (16) **An Anatomy of the Sexual Organs**.
- (17) **Sexual Weakness and Disease, Their Cause and Cure**.
- (18) **Rules for Happy Marriage and Parenthood**.
- (19) A complete work on **Childbirth**—how to make it safe and comfortable.
- (20) A practical work on the **Training of Children**.



5 Beautiful Volumes Bound in Leather and Cloth

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A common sense way of ending all your hair troubles!

Bernarr Macfadden tells you how he saved his own hair and how you can save yours.

THE obvious reason, and the most frequent of all reasons for hair troubles—excepting those that result from direct infection by parasites—is lack of physical vigor, and neglect to maintain the scalp in a hygienic condition.

Based upon my experience of upwards of a score of years, I can unhesitatingly affirm that in the vast majority of cases baldness and early loss of hair can be absolutely prevented, and that, except in rare instances, there is no excuse for either a man or a woman to become bald.

Also, that when such a misfortune does come about, it is brought about by neglect to keep the physical functions up to par, or to preserve the hygienic perfection of the scalp.

I can assure the reader that I can speak with authority on the subject from experiences with the particular condition which I, myself, have had. Several years previous to the writing of my book on Hair Culture my hair began to fall out at an alarming rate.

I was greatly disturbed. The nightmare of imminent baldness was with me constantly.

I was in such a desperate frame of mind that I even bought a bottle of a hair remedy that was well advertised at that time, but after one application I threw it out an open window and began to apply my intelligence to the solution of the problem that was indeed serious in my mind.

Long before this I had lost all faith in drugs for the treatment of chronic disease of any kind. I did not make a second attempt to seek relief among the commonly recommended formulas. Instead I carefully studied my condition and began the process of seeking the cause for it.

The method that I finally evolved forms the basis of my book, and is gone into with painstaking detail.

I have incorporated in this book all the means I employed to conserve and restore my own hair.

For the proof as to whether or not I have been successful, I need only point to my photograph and to remind the many hundreds of thousands of people who have listened to my lectures that my hair today is in about the same condition it was twenty years ago.

What I have done you can do likewise.

Bernarr Macfadden

Anyone Can Learn To Use Mr. Macfadden's Methods of Hair Culture

The most wonderful thing about Mr. Macfadden's



discovery is that his methods do not require the use of any dope or treatments. They do not demand any apparatus. In fact, his methods of hair culture are so simple, so easy to apply, that any one can learn to use them in only a few minutes. Once you have learned the amazing secret you can be sure to have strong, vigorous, healthy hair, and it won't cost you a single penny to use it day after day, year after year!

So remarkable are the results obtained through Bernarr Macfadden's new easy hair culture methods that they may seem unbelievable to some who have tried the usual kind of "Hair - Growers" without benefit. Yet thousands upon thousands of men and women have already used these remarkable Macfadden methods, with uniformly satisfactory results.

Stops Falling Hair—Ends Dandruff—Makes Hair Grow

So sure is Mr. Macfadden that his methods can help any one who is troubled with dandruff, gray hair, baldness, split hair, and all other hair ailments, that



he has instructed his publishers to send his remarkable new book, Hair Culture, to everyone requesting it, for five days' examination. It makes no difference how many remedies you have tried without success, it makes no difference how stubborn your case may be, nor how long it has existed. Mr. Macfadden is sure that you will obtain the results you want through the simple methods which he has discovered, and which are fully and completely explained in his book.

If your comb reveals that you have dandruff, or that your hair is coming out too fast, if your head is too dry or too oily, if you are troubled with baldness in any degree, you owe it to yourself, to your peace of mind at least to investigate Mr. Macfadden's discovery. Get his book; find out what your hair is, how it grows, why it dies and falls out, why it loses its color, why it becomes brittle. Then read how this simple natural method can quickly end your troubles, stop your loss of hair, end your dandruff, and make your hair grow thicker, stronger, more beautiful than perhaps you have dared to hope.

Send No Money

You need not send a single penny now. Merely mail the coupon, and the book Hair

Culture will be sent to you by mail, prepaid. When the book arrives deposit only \$2.00 with the postman. Then examine it for five days. Find out exactly what causes dandruff, what makes your hair lose its color, what makes it fall out. Then see how quickly Mr. Macfadden's simple methods can remedy your troubles, at no cost and in only a few minutes each day. If you are not absolutely satisfied that you will get all the results you hope for, return the book and your money will be refunded at once. At any rate you take no risk, you have nothing to lose, so send the coupon now.

Your Hair

What do you know about it?

What are the most scientific preventatives of baldness?
Should a wire brush ever be used on the hair?
When should the hair be forced to fall out?
Of what benefit to the hair is singeing?
How often should the hair be washed or dampened?
Which is the one great cause of dry scalp and hair?
What is the best soap for oily hair? for dry hair?
What are the three causes of baldness?
What is a dry shampoo and how does it affect the hair?
What is the strongest stimulant that can be used on the scalp?
What one thing is most important to luxurious growth of the hair?
Why does hair fall out after sickness?
What causes gray hair?
Is dandruff contagious?
What has diet to do with dandruff?
What is the best way to kill the dandruff germ?
How can the eyebrows and eyelashes be strengthened?
How often should a baby's scalp be washed?
What is the best kind of brush to use? How often, and with what, should a baby's scalp be oiled?



MACFADDEN PUBLICATIONS, INC.
Macfadden Building
Dept. S-1, 1926 Broadway, New York

Please send me by mail prepaid, Bernarr Macfadden's new book *Hair Culture* explaining his simple methods for naturally preserving and beautifying the hair. When the book arrives I will deposit \$2.00 with the postman. It is understood that if for any reason I return the book within five days after its receipt my money will be refunded.

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Street.....

City..... State.....

MACFADDEN PUBLICATIONS, INC., Dept. S-1
1926 Broadway, New York City

Do You Mind If I Talk To You A Little Rough?



Now, get this, brother!

IF you're sensitive, quit right here, because I'm not going to pick my words nor spare your feelings. I'm going to chew the rag the same way that I chew steel chains! I can pull a truckload of 60 men with my teeth, but I can't pull pink tea stuff with my English!

To begin with, I am going to assume that you are *An Average Man*. In other words, you are what is known in the vernacular as "a poor fish." You either weigh too much or too little, and you don't weigh anything at all in a fight. You may be fat and soft as butter or you may take a 13½ collar, but physically you are "easy meat" for anybody who wants to take a crack at you.

LEGALLY, your name is *Doe*. Actually, it ought to be *Dough!* Because you're just "pie" for trouble!

You haven't the "punch" to take care of yourself in an argument—you haven't any physical reserve to resist disease—you are incapable of exertion without fatigue—and you're so short-winded that about the only thing you can catch is a cold!

If you're fat, you are pot-bellied and ridiculous.

If you're lean, you are chicken-chested and pathetic.

And in either case you ought to be ashamed of yourself!

BECAUSE instead of building up and safeguarding your health through the medium of brawn and muscle, you are squandering your inheritance by spending the principal instead of the dividends of vitality!

Instead of ringing up strength and muscle on the cash register, you're robbing the till!

You're double-crossing yourself, your family, and the community at large!

You're taking your life in your hands with your neglect and indifference, when but a few minutes daily training under my supervision, would bring the world of health and vitality and success to your feet.

NEVER mind how weak or under-developed you are—in two weeks under my tuition you'll be sleeping nights like a child and jumping up mornings eager for conflict with the world—and at the end of 90 days you'll be a picture of muscular development, supple in your limbs, broad and deep in the chest, close-hauled in the waistline, clear of eye and of speech, and competent to handle the rough and ready problems of life as easily as a tugboat takes a liner by the nose and pulls her to her slip!

*Clip the Coupon Now
And Don't Put Off
Putting Muscle On!*

Just A Few Minutes A Day—That's All I Ask

Give me that and, instead of going through life like a whipped cur and taking anything that's handed to you, I'll make you able to swap punches with your difficulties and your enemies and always get the long end of the exchange!

Send For My Free Book

containing illustrations of my performances, tributes from my pupils, praise from the press, and a frank talk on how easily, surely and quickly you can follow my example.

I will also send you my famous Muscle Meter FREE!

THERE'S A *THRILL* IN THE BOOK AND A *PUNCH* IN THE SYSTEM THAT'LL GIVE YOU THE KICK OF A MULE!

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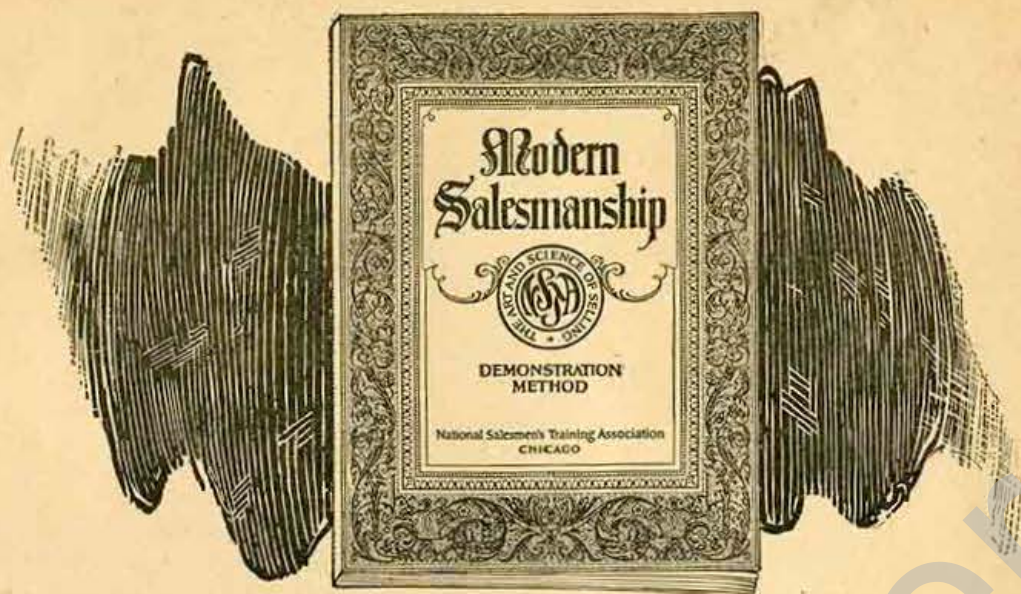
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I want to become muscular and powerful by your new, better method. Send me your new 64 page book. I enclose a DIME to help pay for postage, etc. I also want your MUSCLE METER which is FREE.

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City _____ State _____



NOW FREE!

The Book That Has Shown Thousands the Way to Amazing Salary Increases

TAKE this situation. A man who had worked all his life in a routine job at low pay suddenly surprises his friends by moving into a better neighborhood, taking a big house, buying a car and blossoming out as a well-to-do and influential citizen in his new community. How did he do it? What is the secret that he used? Simple enough. He knew that the biggest money in business is in selling, and though he felt that he couldn't sell a thing he learned the secrets that make Master Salesmen, and then began to make big money.

If only one man had found inspiration enough in this remarkable book to make a brilliant success in the selling field—in a job paying him many times his former salary—then you might call it luck. But thousands have done it.

Your One Chance to Make the Biggest Money of Your Life

Not one of the men whose names appear at the right had ever sold a thing before—not a dime's worth.

If you had told one of them that he could sell he would have laughed at you.

They were frankly skeptical. Yet every one of these men, through reading this book, discovered the fallacy of this vicious old idea that Salesmen are "born." They learned that *Master Salesmen are made!* And in this book they found a comparatively easy way to go from low pay to better earnings.

Simple as A B C

Sounds remarkable, doesn't it? Yet there is nothing remarkable about it. There are

certain ways to approach different types of prospects to get their undivided attention—certain ways to stimulate keen interest—certain ways to overcome objections, batter down prejudices, outwit competition and make the prospect act. If you will learn these principles, there is awaiting you a brilliant success and more money than you ever thought of earning. This book, "Modern Salesmanship," tells exactly how the National Salesmen's Training Association will make you a Master Salesman.

As soon as you are qualified and ready, the Employment Service of the

National Salesmen's Training Association will help you to select and secure a selling position as city or traveling salesman.

Now Free to Every Man Who Will Act at Once

We are not making any extravagant claims about what we will do for you. We don't have to. The records of the real successes for which we are responsible are so overwhelming a testimonial of the fact that any man of average intelligence can become a Master Salesman that we are willing to leave the decision entirely to you. All of this proof and many important features about Salesmanship are contained in "Modern Salesmanship." It is yours—FREE. Send the coupon for it today. It will show you how you can quickly become a Master Salesman—a big money-maker. It will tell you about the National Salesmen's Training Association system of Salesmanship training that has meant prosperity to so many thousands of men—about the National Demonstration Method that gives you actual experience while studying—and all about the fine opportunities that await you in the selling field. Failure to act may mean that you lose the one big chance of your life to leave forever behind you the low pay of a routine job. It may mean the difference between this and a real success at a big salary. Is it worth 2c to find out? Then mail this coupon NOW.



National Salesmen's Training Association

Dept. 21-A, N. S. T. A. Buildings
1139 N. Dearborn, Chicago, Ill.

National Salesmen's Training Association

Dept. 21-A, N. S. T. A. Buildings
1139 N. Dearborn, Chicago, Ill.

Send me free your book, "Modern Salesmanship," and Proof that I can become a MASTER SALESMAN.

Name.....

Address.....

City..... State.....

Age..... Occupation.....

EMPLOYERS

are invited to write to the Employment Dept. of the N. S. T. A. We can put you in touch with just the men you need. No charge for this service to you or our members. Employers are also cordially invited to request details about the N. S. T. A. Group plan of instruction for entire sales force. Synopsis and charts sent without obligation.

Editorial

What Should We Do?

EVERY January first brings to mind the question of what can be done in the New Year. From the viewpoint of health and strength one of the most important things to do is to make a regular program for yourself and then stick to it. These new year resolutions that die by the end of January do not mean anything in body-building nor in anything else.

If you have decided upon the kind of exercise you want and the place you want to take it, whether that place is the nearest gymnasium or your own home, the proper thing to do is to start at once. The people who have always intended to exercise are the ones who now have a beautiful chance to begin.

You should make up your mind to do your work intelligently also. Try to put in a regular amount of time on experimental physical development work, so that you will be able to find out the best methods of building your own health. If you are a regularly enrolled pupil in any of the various body-building courses, this advice is not of paramount importance because in such courses the instructors do most of the experimental work for you and save you the time and trouble involved in beginning to get results.

Are You a Regular Correspondent of Ours?

Do not hesitate to write us if you are having any trouble in getting the best results. Our various department heads will be pleased to help straighten you out.

If it is possible for you to enter either of our posing contests, now is the time to do so and if you feel that you could not compete, now is the time to make up your mind that you soon will be the possessor of a real body.

Join the A. C. W. L. A. if you have not already done so. If there is a well organized group in your vicinity put yourself in touch with them and if you are not near such a group, interest your friends in forming one. The aid which you can obtain in this way is really amazing.

Find out the side of physical culture on which you are weak and make yourself strong. If you do not believe that diet means anything in your life, just take a chance and see how much you have to learn. If you think that Dr.

Rubin would not be interested in you, write him and find out.

Whether you are a reader of STRENGTH solely with the idea of getting well or whether you are a well and healthy individual trying to become strong, is a matter of small importance. We want to help you in either case and we can do so if you will only give us half a chance.

The First A. C. W. L. A. Contest

On Friday, January 3, the A. C. W. L. A. are going to have a meeting which will include a lifting contest at our building in Philadelphia. Besides some of the very best lifters in the world, we are going to have a contest for those attending the meeting, in which every one who cares to try his hand will be given a chance to show what he can do.

Henry Steinborn Milo, who was in our office recently, states that he will break at least one world's record on this occasion. Any one who has ever seen Henry lift will be on hand again and we certainly want to advise all of our readers who can possibly get around on the third of the month to be sure to come in.

What Is the Ideal Figure?

For some time now we have been receiving photos from our women readers and also information from them about the sort of a figure they have or would like to have. If you are one of the many women who are interested in this we would like you to send us your photo, giving us the complete information which Miss Heathcote asks for in her department.

We do not believe that women have been particularly interested in their bodies in the past, trusting to artificial means to aid them when necessary. New styles in women's clothes, however, have made a good figure essential to good dressing, and the natural result has been that women are becoming interested in just what an ideal figure is.

Has STRENGTH Been Neglecting Children?

Some of our readers have written in saying that they miss the articles on children's health building which J. Leonard Mason used to contribute. In an early issue you will find that Mr. Mason will again take up the problems of the children who are just a little below par physically and show how proper care will bring them into tip-top condition.



Lovely Mary Astor, presenting the picture of a gentle spirit in combination with exquisite features. Charles Albin, who made this wonderful picture, regards her as one of the most beautiful girls in the world.

Beauty Psychology

—Make It Yours

By Florence Whitney

EVERYONE loves beauty. And why? Because we know, perhaps subconsciously, that it is an expression of excellence, or of some type of superiority.

This love of beauty is instinctive. And we all hope for a more beautiful human race in the future, just as we hope for a more healthy and a more intelligent human

race. Individually and racially, we wish for beauty. And what we wish for we will ultimately attain.

But humanity's search for greater beauty has been handicapped by the narrowness of our point of view. For the most part we have been thinking of beauty and its cultivation from the standpoint of just two factors, the shape of the body and the quality of the skin.



It is the winsome spirit of bonnie Betty Bronson that led Sir James M. Barrie to select her for the role of Peter Pan in the Paramount picture of his famous play. At the right is Esther Ralston, also appearing in the screen production of "Peter Pan." The appeal of exceptional beauty lies not in her features but in the evident sweet nature expressed.

Go into a professional "beauty parlor," and what will you find? Will you discover there any help in the major fundamentals that make for beauty? Any means of improving your personality, which is the greatest essential of all, because it represents your mind and spirit—because your personality is the real *you*? Will you find in the beauty parlor any help in the building up of your health, any increase in that quality of vitality which is inseparable from the highest physical beauty? Will you find in the beauty parlor even the means of improving your figure, building up a more symmetrical body? Not the ghost of a chance. In the beauty par-

lor you will find only one thing, and that is a treatment for your skin, merely surface help. The fact that beauty parlors thrive when they offer so little is evidence of the limited appreciation among women in general of the broad requirements of feminine loveliness.

Contributing to her loveliness a woman may have not only a good skin and shapely flesh but also, as previously pointed out, a structure of underlying beautiful bones. But even so far we have only essentials of physical comeliness, the things that may make one pretty. Beauty calls for more than that. And so, looking a little deeper, we find that a woman may have beautiful nerves, a graceful and attractive mind, beautiful emotional reactions—in short, a sweet and lovely spirit. And that is the big truth about beauty. All the famous beauties of history have been not merely pretty in a physical way, but they have had a certain strength and



grace of mind, charming states of feeling, spiritual qualities that made them attractive.

Now, the significant and important thing is that one can improve herself in this direction of the psychology of beauty just as she can improve her skin or the conformation of her bodily flesh. Beauty can be cultivated—and acquired.

Every once in a while people are mildly surprised at the marriage of some handsome or well-to-do man to an apparently plain woman, some woman who lacks the peachy skin and the graceful facial bones of some neighborhood pretty wax doll, but who is preferred to the latter by the discerning groom. It is because he has seen in the seemingly plain woman certain qualities of spiritual beauty and excellence which strangers have not perceived, but which the rest of us might see if we knew her as well as the man who married her.

The opposite kind of a picture is that of the girl with "perfect features, pretty hair, but nobody home," or, as we have come to hear it said, also in the slang of the day, the "beautiful but dumb." There are a few of this type on the screen, though Heaven only knows how they got there—apparently because someone thought that merely good bones and clean-cut features would



Photo by Sasha, London

Julanne Johnston was selected to be the "Beautiful Princess" in "The Thief of Bagdad" because she so thoroughly looked that part. She had the right beauty psychology as discussed by the author, as well as the right face.

photograph well. Out in Hollywood, they sometimes say, derisively, "Use your other expression," for these animate wax dolls sometimes have only one or two. There is nothing behind the mask to be expressed. There is no real beauty there.

Once in a while a man marries under the spell of "a skin he loves to touch," and then later on, after the divorce, he confesses to himself, "A pretty thing, but what a disposition!" Or he asks himself, "Why, oh why, do they come so beautiful and yet so devilish?" Though his mother and his sisters, if they had been consulted could have told him from the beginning that little Miss Pearly Teeth had no real beauty.

All of which of course is not meant to say that a girl with good features, lovely skin, pearly teeth and dimples,

just because she has these desirable physical points, is less likely than another plain looking girl to have these graces of mind and feeling that make for spiritual beauty. Many people think, on some curious theory of compensation, that Nature gives one either brains or beauty, but never both. But it isn't true. Nature doesn't seem to care, she gives some neither, to some she gives both. As a matter of fact, good bones and skin and other physical assets have no necessary relation to either having or not having attractive qualities of mind



and heart. Really, if anything, the pretty girl is perhaps just a little more likely than the average to have them. *Because*, people who are well made up physically are on the whole more likely to be well made up mentally. They are not always so, but the chances are in their favor. Pretty eyes are more likely to be laughing eyes than to be envious eyes. For laughing eyes, like pretty cheeks with dimples, usually indicate health, whereas envious eyes and an embittered spirit are very likely to go with a disordered liver, a bad stomach and sluggish elimination. A sour stomach breeds a sour disposition, and at the same time a sour spirit interferes with bodily functions and tends to sour the stomach.

Now, there is a close relationship between the nervous, mental and emotional factors of beauty, since they are all allied to the brain and nervous system.

Last month we illustrated the manner in which facial bones determine Mabel Ballin's type of beauty. Here we see how sensitiveness, kindness and refinement complete it. She, with Bebe Daniels and Belle Jewel (below) fully interpret the mental factor which determines beauty.



And they all have to do with what we call personality. Personality is the reflection of the color of one's mind, and this is determined very largely by states of feeling. We register our impressions upon others chiefly through

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Is Pellagra

a Poor Man's Disease?

When the Danes Were Deprived of Rich Foods and Forced to Subsist on Coarse, Whole Grain Bread and Raw Vegetables, They Did Not Develop It nor Any Other Food Deficiency Disease

By *Alfred W. McCann*

SOME diseases like pellagra due entirely to food deficiencies are not recognized and identified for just what they are, except in certain parts of the country where the hundreds of thousands of cases reported annually make the physician familiar with their symptoms.

Pellagra, which has been exciting the United States Public Health Service for nearly fifteen years, has been frequently referred to as "a poor man's disease." Despite the fact that it is probably called something else whenever it appears in New York City, it is true that most of the American outbreaks are to be looked for among the workers of mill villages, prisons, orphan asylums, poor houses, and in the country districts of the South.

The disease is sometimes recognized in the New England States and in the middlewest, although comparatively speaking it doesn't assume the importance in these districts which its frequency gives to the South.

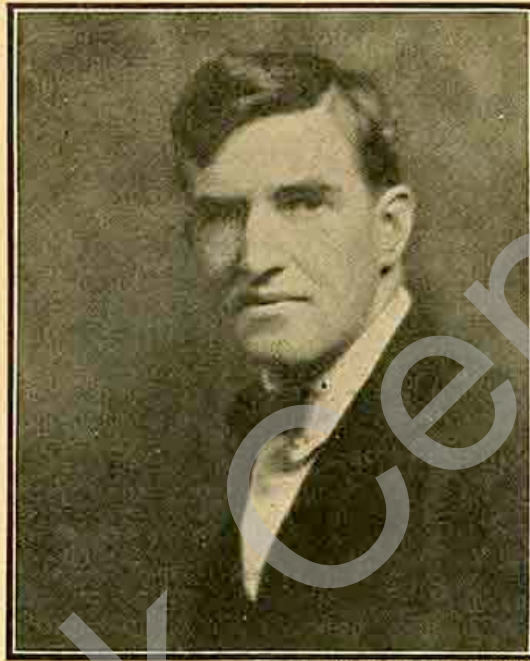
It has been asserted that the explanation of this phenomenon is to be found in the inability of those who come in contact with the disease in the northeast and west, to recognize the truth when they see it. The absurdity of this observation is revealed by the fact that physicians qualified to diagnose the true nature of the disease when they see it, coming up from the South where they come in contact with it almost daily, fail to find it in the more northern, eastern and western sections.

Perhaps bad sanitary conditions are responsible for pellagra? Not at all. The sanitary conditions in the rural sections of the South which yield so many cases are no worse than the sanitary conditions of the crowded cities of the north and middlewest.

The truth is they are not as bad.

Nor is anything found in the soil of one section which is not found in the soil of all the other sections that might be called upon to account for the disease.

In South American zones which parallel the climatic conditions of the United States the disease is rarely found. Its cause can't be attributed to climate.



Photograph by Nicholas Murray

Alfred W. McCann

By a process of elimination it has been discovered that where any two conditions are very much alike in all respects save one, that one is to be regarded with suspicion wherever it and disease appear together, and wherever in the absence of it disease fails to appear, or appears infrequently.

The only condition among those who suffer from pellagra in its worst forms which differs from the conditions where the disease is comparatively rare, is to be found in the nature of the food consumed and the manner in which it is prepared.

The working classes of the northeast and middlewest, due to the enterprise of the big milk corporations, have been made more familiar with the value of milk and dairy products than

the working classes of the South, where the disease is to be found at its worst.

Almost every street corner in the sections unfamiliar with the disease boasts of its fruit stand and green vegetable vendor. The push carts of the east side and Paddy's Market of the west side place within reach of the poor at all seasons of the year an abundance of cheap fruits and fresh vegetables.

On the other hand not only the poor of the South, but the well-to-do, know little of the virtues of good milk.

Even with more favorable climatic conditions than are known in the northeast and middlewest, the South has been very backward in developing dairy farms and truck farms. The people eat great quantities of corn bread made with degerminated corn and baking powder consisting for the most part of aluminum sulphate. To this they add molasses heavily dosed with sulphites and great quantities of salt pork.

Moreover such vegetables as they do cook are subjected to great heat for a long time, and are overcooked to a degree that practically destroys the very properties that should be most carefully conserved.

The fact that the middle classes and top layer of society suffer less from pellagra than their poorer neighbors in the South can be attributed to the protective and offsetting foods which their more varied diet provides.

It is important to note that during the last several

years the development of dairy and truck farming has been encouraged in the South, and that during this time the incidence of the disease has been diminished considerably.

We know that during the war the Danes, who were deprived entirely of meat and were obliged to subsist on coarse whole grain bread and raw vegetables, and who couldn't find any form of food rich in proteins, did not develop pellagra or any other food deficiency disease. On the contrary the soft, fat Danes lost weight and became thin and hard. Not only was the death record reduced astonishingly from all diseases, but at no time during the preceding twenty years was Denmark so free from sickness as during the trying period of food control.

In the public institutions in which Dr. J. Goldberger of the United States Public Health Service, and the Thomson-McFadden Commission, introduced vegetables into the ordinary diet, the number of cases of pellagra diminished to a marked degree.

It has been definitely established that beri-beri, which is a disease very like pellagra, can be prevented by restoring to the diet the sifted and bolted particles removed through the milling of rice, wheat and other cereals. A diet of polished rice leads to beri-beri.

When the discarded germ and bran are returned to the diet the disease disappears. Without the bran and germ its victim dies. With the bran and germ he recovers.

Many observers have held that such recoveries are due to the return of "certain vitamins" to the diet, and that the disease is the direct result of the deficiency of these "certain vitamins."

The vitamins, it must be remembered, have never been seen, weighed or measured. They can't be captured, identified or analyzed. It is not surprising, therefore, that Goldberger asserts "while much may be said in favor of this attractive (vitamin) theory, it still lacks demonstrative proof."

Admitting that "the exact dietary factor or factors constituting the specific pellagra producing fault is undetermined," he believes it is to be found in some physiologically defective protein and a lack of the proper quantity of mineral salts, together with a deficiency in a yet unknown dietary essential.

The longer Goldberger continues his studies the more he is led to the conviction that a defective protein is responsible for pellagra. An efficient protein must contain the fourteen essential amino acids. The body requires eighteen, but in the presence of the fourteen essential ones it can manufacture the missing four for itself. On the other hand it wholly lacks the power to manufacture (synthesize) any one of the essential fourteen, no matter how many of the others are present.

It cannot be repeated too

often that the amino acids are the building stones of protein. They have been grossly neglected. The mineral salts are the workers that put the building stones together. They, too, have been grossly neglected.

Milk contains all the building stones. Whole grains contain all the building stones but one. Pure gelatine supplies the missing link. Fresh vegetables and ripe fruits are the workers that provide the essential mineral salts, dominantly alkaline, to put the building stones together.

There is nothing mysterious in the extraordinary results that follow the judicious use of fresh milk, whole wheat bread, fresh vegetables and ripe fruits in the diet of those who are suffering from food deficiency diseases.

The addition of pure gelatine in the form of a decent gelatine dessert is not to be regarded merely as an innocent luxury with which to top off a square meal, but as an important purveyor of an essential building stone in the protein requirements of the body.

Pure gelatine contains the amino acid lysine, which is removed from so many of our refined American foods. Proper appreciation of the significance of this fact would give to pure gelatine some of the dignity that properly belongs to it, and at the same time throw light upon the really simple but seemingly complicated question of what constitutes an adequate diet.

Such diseases as pellagra, beri-beri, peripheral neuritis and the many complications of anemia and acidosis, too numerous to be catalogued, are but weather-vanes which show the millions what they ought to avoid and why.

Such diseases serve the purpose of pointing out the right road to a healthy body marked by sturdy resistance to disease.

Overemphasis of the significance or importance of any one food factor inevitably leads to the neglect of the significance and importance of some or all of the others.

It may be argued that the Prince of Denmark is the dominating character of Shakespeare's "Hamlet," but it doesn't follow at all that any of the other characters

might be disregarded without affecting the strength or unity of the play. On the contrary, without Claudius, Hamlet's uncle who murdered Hamlet's father so that he might marry Hamlet's mother and thus obtain queen and kingdom in the same moment, the play could not be acted at all.

Without Gertrude, the queen mother, there would be no motive to the tragedy, and the ghost would have had no excuse for appearing on the platform. Without the ghost the entire drama falls to pieces.

Ophelia, who has a comparatively small part, is indispensable to the development of the play. Had she

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What Constitutes a Poor Man's Diet?

A FEW years ago Eleanor Gates wrote *The Poor Little Rich Girl* and gave us an entirely new conception of poverty. She showed us a little girl surrounded by luxury but starving for the plain, wholesome things of life.

That idea of poverty is not as far fetched as it would seem. In the matter of diet, at least, it can be applied. Health being the desired object, the coarse, whole grain foods so long associated with poverty, certainly have more buying power than the rich, protein-laden diet which we erroneously connect with luxury.

If we could get back to the plain foods which most of us have entirely forgotten, we would probably find an increase in health and strength that would astonish us.

—The Editor.



Underwood Photo.

The Keystone of Modern Football

The Success of the Team Depends upon
the Tackle—A Great Tackle Can Make
Mediocre Backs Look Like Brilliant Stars

By *T. Von Ziekursch*

IF you were a football fan about three decades ago you will remember that the gridiron realm was considerably stirred up over the introduction of some new-fangled ideas in the way of strategy. Up to that time the whole idea of football had been mass play with an occasional end run. It was an era of giants when such human tractors as Heffelfinger of Yale were dominant. It took massed brawn—tons of it—to stop that magnificent bulldog, beyond doubt one of the greatest players of all time with his six feet six of volcanic power. The whole plan of the game revolved around getting an immovable body to stop an irresistible force, or something like that. Eleven giants would hit eleven other giants and then hit them again and again until some one was found who was not as much of a giant as the others and his team would lose.

Of course that is a slight exaggeration but it does convey something of the idea. Not that there was any lack of skill then. There wasn't. Beyond doubt if those old boys who were stars then could be brought back into the prime of their days they would be mighty stars now and welcomed by any coach in the land.

Even as far back as six or seven years ago Heffelfinger, who must be



International Photo.

In 1923 John Thurman "made" the Penn Team.

in the fifties, was still good enough to hammer a modern Yale team to shreds in practice and the writer has watched some of the other old stars come back and show that they were still great football players—for a few minutes.

But the football world was greatly worked up at that time by the advent of radical departures from the accepted style of battering opponents into insensibility.

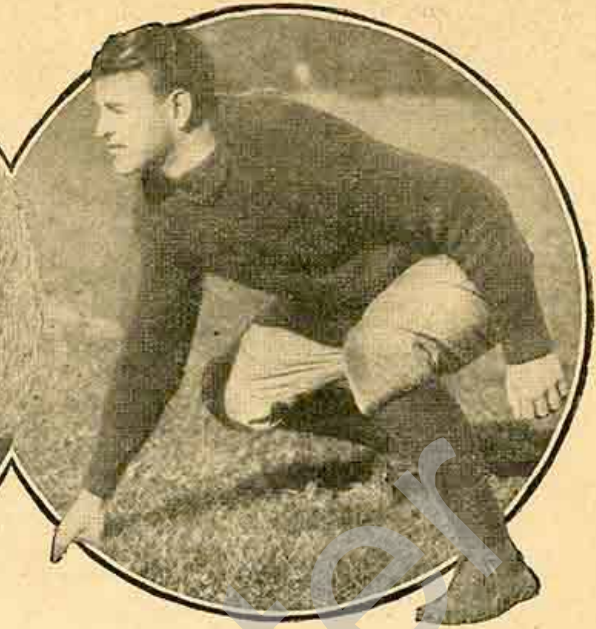
Yale, Harvard and Princeton had ruled supreme, with a couple of western colleges hanging on and asking for a place in the well known sun of sportdom. Then along came the University of Pennsylvania with an entirely new play that caused havoc among the others. It was something new, different, radical. It was called the "guards back." The guards stepped back out of the line and formed a sort of tandem, sometimes with the backs, sometimes without. In single file or occasionally in a sort of flying V they hit the line and it was almost impossible to stop. It was the power of two or three or even six men, if necessary, hitting as one.

Then the mammoths who made that play possible graduated and Penn was about to abandon it, despairing of ever getting others big and fast and strong enough to carry



Underwood Photo.

Stanley Keck, Princeton



P. & A. Photo.

E. F. Blair, Yale

it on. At about that time there were two young giants who reported and immediately made good on the squad. They were named Hare and McCracken. The coaches gave them a chance to run this guards' back play—and then immediately proceeded to go into ecstasies and promptly forget all about those who had gone before.

Today Hare is a Philadelphia lawyer and McCracken is a missionary. Their peers as guards never lived. It was not necessary to have a backfield on a team with them. They were backfield, line and ends, each a colossus, with chests like barrels and the strength of a couple of young bulls in their muscles. They were All-Americans then, they would be All-Americans today or fifty years from now could they but return to the grid-iron as they were in their heyday.

At last they passed out of the picture and their superiors, possibly their equals, have not yet arrived on the scene. But they and their methods were not forgotten. Though they went back into the

mists of memory their methods were lasting in the effects they brought about on the game.

Other teams tried that famous guards' back play and Yale was the first to realize that something must be done to offset it. The Elis countered with a play somewhat similar and known as the "tackles back." That was in the

days of Ralph Bloomer, the first of the great tackles who was something else besides just a lineman.

But bringing those giants back out of the line and concentrating their tremendous power in one spot on the attack was a dangerous thing for the enemy, since no one man of ordinary flesh and blood could stand against it. Legislation was adopted to end such practices but the seed had been sown and today the results may be seen in two positions on the line. Those are the tackles.

Pæans of praise are sung for the backs. Their brilliant feats are recorded in print and retold to future generations. Their pic-



Underwood Photos.

Great tackles who have turned defeat into victory, Milstead of Yale and Sundstrom of Cornell.

tures are spread on the front pages of the sporting sections and the glory of victory is theirs. But the keystone of the modern football team is the tackle.

Outside of California the three greatest teams in the country last year were Yale, Notre Dame and Cornell. Yale had Milstead at one tackle and in a sense he was twins for he had just about the strength of two ordinary players. With him on one side of the line that was all Yale needed there and could shift the end and guard from that side of the line to strengthen the other side. In fact this happened on many occasions and Milstead took care of his side with some to spare. Those who saw

Cornell machine. Nothing else mattered but Cornell must be stopped. Penn had a big, powerful eleven and for weeks it had been groomed for that game, had analyzed and studied and planned and in sheer desperation did stop Cornell—all except Sundstrom. Penn had no tackle to equal him. Little by little he turned aside the Penn resources that were thrown against him, ripped and tore the openings through which the Cornell backs went to triumph.

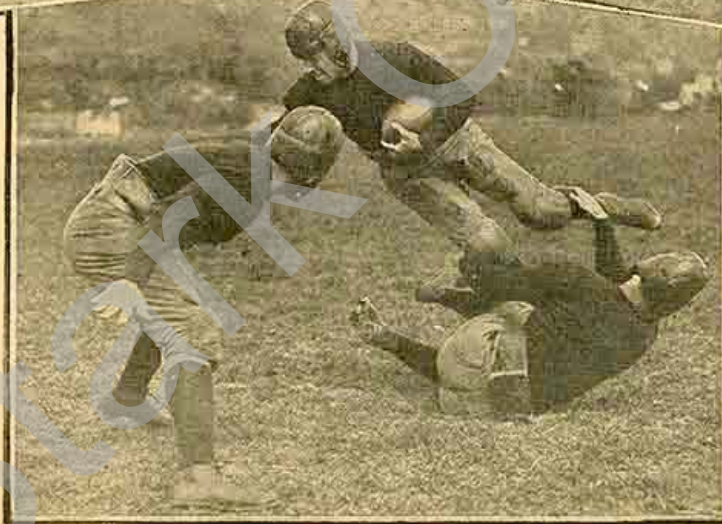
As the years have passed football has developed greatly. In the modern game it is not often that a worth while gain can be made through the center of the line where the greatest amount of concentrated defensive power is waiting to turn back the thrust and where the center and guards have only to block close and pile up in order to hold the attack. The coaches who direct the



Underwood Photo.



Underwood Photos.



F. G. A. Photo

Some good tackles that were caught by the photographer.

Yale against Harvard and Princeton last year will not soon forget that towering figure which came forward through every melee and kept coming forward until the whistle blew ending the play. Harvard assigned two men to handle him and they failed. Then three were sent against him and he drove the three of them back, hurled them aside and battered them to earth to make a gaping hole so that his own backs might slip through with the ball. He was like a viking gone berserk. Apparently nothing could stop him. Yale went through the season unbeaten and with a team rated one of the best in years. Milstead made that team.

Notre Dame had Oberst, a tremendous tackle of amazing power. Army and Princeton were crushed by his strength. Cornell had Sundstrom, a great, rangy star, at tackle. The Ithacans had gone through the season unbeaten and faced their final test against the University of Pennsylvania, a team that by tradition and the record books is almost always superior to Cornell. Penn had bent its entire season toward conquering that

destinies of teams have learned this long since, and almost without exception your modern offensive is built around plays that go just inside or just outside of tackle. The line is spread further than it was a generation ago or even a decade ago; the ends play wider and the backfield men are deeper than they were so that they may stop the forward pass. The attacking field general will not pile up his offensive

against the center and the guards who are massed and waiting, nor will he often try to run the ends for that requires so long that the defensive backs can come up in time to check it. The result has been an offensive style against the tackles, a quick, driving attack at the only place where there is one man alone to overwhelm.

The day of the old style tackle, who was merely a lineman, has gone. It takes a strong man to hold that berth today and a fast one who can stop a direct plunge and guard the line and also who can cover and protect that area left vacant by the far flung end, or wheel and shoot across in back of the line to help break up one of those long swing plays around the

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What Do You Know About the Proper Diet For Your Children?

You may be able to Prevent Even
Those Simple Diseases to Which
Children are Most Susceptible

By Mrs. John Dana

INFANTILE Paralysis is a heart rending disease. It terrifies mothers. Its devastating nature brings panic to their hearts because they know its results either prove fatal or leave the child deformed or hampered in some way in his fight for life.

It is a modern disease.

Therefore it must be caused by some modern habit of life, some phase of "progress" of the newest civilization.

Doctors do not seem to think of this fact, nor to take up the study of possible causes resulting from diet or the nature of foods used. They merely wait until an epidemic sweeps a city or section of the country and then bend all their energies to curing. In other words they concentrate only on the curative side of the disease and never on the preventive side, although it is prevention above all things that is needed.

There has, however, been at least one fine mind at work, that of Professor Simon Baruch, who sifted the matter down to the fact that Infantile Paralysis is a disease having its start in acidosis. He says:—

"There is a striking similarity in some of the causes of infantile paralysis and beri-beri (a form of extreme acidosis). Both are accompanied by fever and paralysis and both are extremely dangerous. Beri-beri is now known to be due chiefly, if not solely, to absence of vitamins (food salts) in the diet. May not infantile paralysis be likewise traceable to some defect in diet?"

He goes on to consider the fact that it is now possible to prevent infantile paralysis by regulating the diet of children. And it is an interesting fact that he observes that the children of the rich are more liable to this disease than the children of the poor. This is due to the fact that most children in wealthy homes are starved because of the amount of so-called high class package foods they eat and the lack of nutriment in the denatured products that are expensive and attractive.

A diet deficient in food salts is more than starvation, for not only is the diet lacking in cell salts, but there is all the waste matter and poisonous preservatives that the undernourished organs of the body are forced to wrestle with and eject from the system at a high cost of vitality.

"Healthy animals (or people) fed on food from which the natural salts have been removed, die more quickly

than those not fed at all. This is because the body of the former spends much of its energy throwing off poisons produced by eating the devitalized foods, while the body of the latter is not called upon to expend its energy to rid itself of poisons. This should be sufficient incentive to everybody to eat only natural food—food from which none of the food salts have been removed." So says Mr. Charles Froude.

The fact is that the whole nervous system is deranged and disorganized by the deficiency of natural food salts and it must be expected that all sorts of nerve disorders will result. Infantile Paralysis is only one of the many maladies that may suddenly manifest themselves if the public continues in ignorance of the diatetic demands of the body and of what the manufacturer is feeding to it.

Of all the commercial food evils perhaps the worst is white bread, and to show you how deadly it is now regarded by the few who really understand, one has only to relate that many cancer specialists go so far as to say that cancer is developed by eating too much white bread, that cancer is a "constitutional disturbance, the result of auto-toxemia produced by over-eating and a diet deficient in food salts."

The seeds of Infantile Paralysis may be sown by the mother herself while the child is yet unborn. Drennin points to the necessity of an abundance of food salts for the growing foetus, else it will come into the world constitutionally weakened and sapped of its strength. Thus the diet of the pregnant mother should be rich in food salts.

It is also an interesting fact to note here that we need not be afraid of overfeeding on foods containing the natural food salts. Professor Sherman states:

"It should be clearly understood that an excess of base forming elements (food salts) in the food is not in any sense objectionable, since the oxidation processes in the body are constantly yielding such large quantities of carbonic acid that any surplus of base forming elements (food salts) goes to form bicarbonates, which not only do not disturb the neutrality, but which act as a reserve material for its maintenance."

Investigation shows that the average child is overfed and undernourished; that

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Exercising for Grace

Don't be a Wallflower When
There's a Way Out—Here's a Pro-
gram That Will Limber You Up

By Della Reed

Poses by Miss Mae Falls

IT hasn't been more than a year since I began checking up on my deficiencies. I knew I had failed somewhere. I haven't decided yet whether mine is an abnormal desire for superiority, an inferiority complex, or just a regular girl's desire to be liked and understood. I'll never know unless some day I understand how other girls feel.

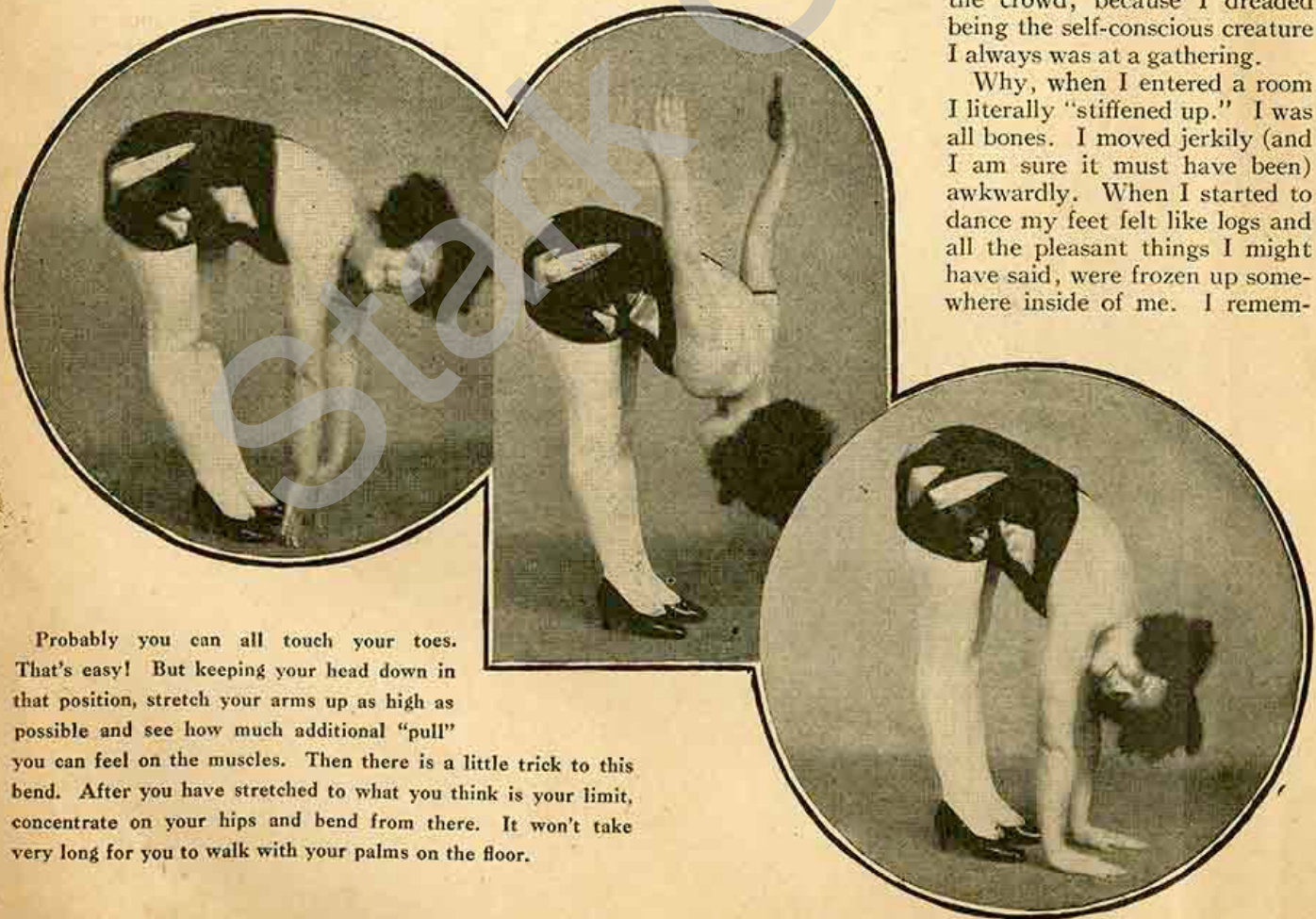
Ever since I was a little thing I had dreamed of myself as being—well, not exactly a sensation but at least the "belle of the ball" once in a while. And it wasn't very nice now to find oneself in the wallflower class

while other girls foxtrotted through the evening. Not that I admitted even to myself that I was a wallflower until I began checking up. I would sit there and tell myself over and over again that I could be much more attractive if I cared to, but it wasn't worth the effort.

Then one day I woke up. Perhaps I had reached the breaking point and finally realized how much I wanted a good time. At any rate I forced myself to look the thing squarely in the face, and here's what I found out. The invitations I was refusing were being turned away not so much because I didn't really want them as be-

cause I hadn't the nerve to face the crowd, because I dreaded being the self-conscious creature I always was at a gathering.

Why, when I entered a room I literally "stiffened up." I was all bones. I moved jerkily (and I am sure it must have been) awkwardly. When I started to dance my feet felt like logs and all the pleasant things I might have said, were frozen up somewhere inside of me. I remem-



Probably you can all touch your toes. That's easy! But keeping your head down in that position, stretch your arms up as high as possible and see how much additional "pull" you can feel on the muscles. Then there is a little trick to this bend. After you have stretched to what you think is your limit, concentrate on your hips and bend from there. It won't take very long for you to walk with your palms on the floor.

bered occasions when it seemed almost too much of an effort to walk across the dance floor, let alone to dance.

Looking over it all, it occurred to me that it was not so much because I was tired that it had been an effort, as because of the dreadful self-consciousness to which I was a victim.

If we want to be honest with ourselves I suppose we can all analyze our own cases correctly. At least that was what I did that day. Altogether my attitude was not justified. I was a little too thin. But I knew even as I came to this conclusion that it is not one's slenderness, but the knowledge of it that makes one awkward. There were girls in our crowd who were thinner than I



The back bend with knees held stiff is not so easy as it looks. Lean against the wall when you first try it and keep it up there until you can do it like this and maintain your balance. Then lean a little further back, bend your knees, limber up and you can *bend the crab*. After that gets easy venture one step further; raise your leg and you've struck the position in the lower photo.

and whose features were not nearly so good, who were getting a great deal more fun out of life and weren't being very awkward about it either.

I didn't spare myself a bit. Before I had finished I knew how they all felt about the way I acted. Some of them thought me too dignified; some thought me conceited, and a few of them pitied me, and that was the hardest pill of all to swallow.

"A fault confessed is half redressed," however, and I vowed to myself then and there to remedy my defects. I needed to improve my figure, I knew, but more than anything else I needed to acquire a certain harmony or grace of motion that would put me at ease and destroy the stiffness, both mental and physical to which I was a victim.

I had never bothered much with sports or athletics and this was a fault which I knew must be corrected; for something told me that if my body were in tip-top condition there could be nothing much wrong with my poise on a dance floor or anywhere else.

Now some of you might merely have consulted a teacher of dancing or of etiquette, and thus ended your problems, but for me that was impossible. Stealing away for an evening's pleasure now and then, used up all the spare time I had on my hands. So I got my head to working to find a more suitable plan.

Straight physical exercise had never had any appeal for me. I knew without starting it that I would never stick to any set program long enough to bring about the desired results. So I searched around for a better plan. I had

heard somewhere of the limbering exercises which pupils learn when preparing for the strenuous work of dancing and knew that they were done to make them more agile and graceful. So why not give them a trial?

I started in by attempting to imitate the fancy dancing poses I saw and doing all the limbering exercises I had heard of. I say "attempting" because it was really laughable to see how far I fell from attaining the positions they held with such comparative ease. Finally it all boiled down to the few stunts I am giving you here and I have kept at them steadily.

Now although I am not exactly starring in the "Follies" or anything of that nature, I certainly am no longer a wallflower. When I go to a dance, instead of that old, stiff person I used to be, I feel ridiculously

young and happy and can hardly keep still while the orchestra is playing. And best of all—I have gained considerably in weight and feel a thousand times better and younger than I ever felt before. That's worth something, isn't it?

At first I was surprised to see how far I came from touching my toes. But after a while I learned the trick of bending from my hips as well as at the waist, and now I can walk with my palms on the floor. There was a great deal of fun in doing this with a swing, and

Kicking was lots of fun. First I did the straight kicking, higher and higher all the time, each day trying to pass the imaginary mark where I had kicked the day before. Back kicking wasn't neglected. Finally I could kick my head in back, provided I held on to the bedstead for support. I hate to think what the results would have been if I had not had something to lean on for the first three or four weeks in which I was doing these exercises. Now I can hold my toes to my head without anything to balance against and enjoy doing it.

The Russian dance position was the most discouraging. That took months to accomplish without falling all over the place. From a standing position, hands on hips, I would lower myself onto one foot (as shown in the photo), holding the other leg straight out in front.



right from the start the work seemed to improve my appetite and make my head clearer. When I could I would swing right into these movements when I wakened in the morning and they always started me out fresh for the day.

The *bend the crab* looked utterly impossible at first; but the most remarkable thing is how one limbers up when she perseveres at this work. I was careful not to strain. Gradually I got better and better and the first day I touched the floor in back, it was, I admit, quite a sensation. Most of the girls of my acquaintance could do the stunt easily, but I must have been away behind them all. It took me a long time to accomplish it.

The other stunts I took from dancing poses I had seen. I had always heard that strong hips and thighs are essential to good dancing, and as this was the one accomplishment I hoped for, I tried some of the positions we see so often. I used to imagine they were easy, but trying them convinced me that they required a great deal of strength and far more than I possessed. Bending one knee I would slide the other leg straight out in back, a position something like the *split*, but not nearly so hard. I used to hold on to the side of the bed when I first started this and lower myself slowly, wabbling all the time. Finally the movement became easy and at last I did it alone without any support. Then I would raise my hands above my head and arch my body backward. That was the pose I had started out to get.

Get down into this from a standing position by bending one knee and holding the other leg stiff. When you have your balance, remove your hands from your hips and arch your body backward. All the time you are trying to get the pose you will be acquiring strength and agility.

Can you touch your toes to your head without losing your balance? If not then you are not very limber. See how soon you will be able to do it.

Then without touching the heel of the extended leg to the floor I would try to rise to a standing position and repeat the movement. It seems to require enormous strength in the supporting leg and the thighs. Yet the acrobatic dancers do the stunt with such apparent ease that there is no excuse for any of us being too weak to follow suit. At least that's the logic we must use when encouraging ourselves to do apparently impossible things.

There is another stunt you may like to do. Assuming this Russian dance position, rest the extended leg on the floor and bending forward touch the floor above your toes. Swing back to your original squatting position and repeat the movement until tired. That's work, I'll tell you!

If you find straight gymnastic work is not sufficiently interesting to keep you working, I would advise you to try a program like this. Knowing the particular poses and stunts you are working for, makes it so much easier for you to stick it out until you have gained the strength necessary to their accomplishment.

And physical strength and health have an amazing effect upon the mentality. At least that's how it seemed to me. Properly functioning digestive organs have a remarkable way of making the world look brighter and more cheerful. When I go into a room now I haven't time to worry about how I look. Everybody seems so cheerful and my viewpoint is so optimistic that nothing worries me. I don't even care whether I please the people or not. They seem to like me better that way though, and more than one has cautiously broached the subject to me. Oh, they are very diplomatic about it for this is the first time I have given the secret out.

At any rate I have proven conclusively to myself that agility and bodily grace have a great deal to do with one's mental harmony, and if you don't believe me and you're all stiffened up and self-conscious, try these exercises and find out for yourself.

Mechanical exercises are such dull, tiresome things that even for the sake of health I wouldn't stick to them. Of course, I always intended to do them sooner or later, but never really began them. If you are like that, planning some day to start to work, you had better "snap out of it" today. Otherwise you will probably go on "intending" for the rest of your life.

Most of us could recall things we've been intending to do for years. I once read an article in which the writer said she had been planning to plant a flowerbed for thirteen years and it wasn't planted yet. It sounds ridiculous in speaking of a flowerbed, but it's quite a serious matter when speaking of health. Health is one's stock-in-trade, so to speak.

Possibly I am over-enthusiastic, but then enthusiasm is the product of health just as fearful self-consciousness has its root in a worn-out, depleted, nervous system. Before you learn how to relax properly, or to play, you must learn how to work. You must first tire

your muscles and then rest them. It's just like learning to play all over. I can't explain the psychology of it. Maybe it's something like this:

A tired body means a tired mind, and a tired body is not one that needs rest half so much as the chance to function properly.

Some people might write sermons on fatigue and food; but I'm writing on fatigue and exercise. When you're very tired, chances are two to one that you've not been working hard enough. Your muscles haven't had exercise enough to make them rest properly; your liver is lazy; your stomach is not properly digesting your food and with all these things working against you, it's rather hard to start in fresh and vigorous and cheerful in the morning.

Just get your body into good working order and see how different the world will look to you, even in your own mirror. There won't be any dark circles under your eyes, nor tired lines about your mouth, nor dark, sallow skin. You'll look young and fresh and vigorous, and you'll feel it.



In this position the heel of the extended foot rests on the floor and you swing forward until you can touch the floor above your foot. Then raise yourself to an upright position and repeat the movement.

This is a well known Russian dance position, and is not thoroughly accomplished until you can stand erect and lower yourself ten or twelve times in succession without touching your heel to the floor.

It is sometimes called the "one-leg" squat. Almost impossible the first time you try it, it becomes easier with each attempt as the muscles grow stronger, until finally it can be accomplished without any difficulty. Lean against some object first, if you must, in order to retain your balance, but as soon as possible do it unaided. You will find it splendid exercise for the calf and thigh muscles.

I Am Healthy, Young and Happy —at Sixty-Five

I had gotten off to a bad start, but until
I was forty I had never put up a real fight

By Wallace Banks

CHILDREN of pioneer parentage must usually face a world that is barren, not only of the luxuries and refinements of life, but what would now be called its bare necessities. This lack alone might not prove disastrous, but the hardships—and often tragedy—which the parents must face, may easily leave an imprint upon the character, disposition and physical condition of the child.

My earliest recollection is associated with individual warfare. It might relate to wildcats, California lions or grizzly bears. It might be of animals of the human species—of the white race, too. At the sound of firearms I would make a rush for the storm cellar—which was the garret—where I would lie in hiding till sounds of battle had died away. And this when I was at the early age of seven or eight. When I was twelve



Here Mr. Banks spends six hours a day, five days in the week, poring over his mechanical drawing—a task that requires keen eyesight, a steady hand and a great deal of mental energy.

and again at fourteen, tragedies actually came. At seventeen I tackled the great outside world about as well fitted to cope with life's problems as is the average child of eight, in this day. I'd had a little schooling gained by an irregular attendance at a crude, pioneer district school.

I mention these facts—and others—not because they make particularly cheerful reading, but because it seems to me that for the purpose of my story you should know something of the influences which kept me close company for full half a century.

I was slightly built and never strong. It was an uncertain struggle, I am told, during those first few years. Nature did finally relax a little and let me live; but I was frail, a bundle of nerves, super-sensitive, subject to frequent headaches with many other symptoms of physical weakness. At eighteen the land seemed to promise little for me; so I took to the sea. Here I fared no better. We always had a black cat on board or else sailed the wrong time of the moon. Shipwreck and semi-starvation destroyed whatever of romance the sea may have held.



On shore again, I took up finally a trying indoor occupation quite unsuited to one of my type. Though I didn't realize it, I was morbid, gloomy and always finding some excuse for worry. I became a slave to work; took no recreation; never had a regular holiday except

when forced by illness. I isolated myself from people and healthy amusements, often went without regular meals and when there was any little worry or excitement on my mind—and there usually was—I never knew whether I was eating food or sawdust. Thus I laid a most excellent foundation for the series of nervous breakdowns which came my way when I was in the forties. My doctor now admitted that medicine was of no use. I must have a change; get away somewhere; go to the springs—and I reluctantly agreed.

When I landed at the mountain resort I knew I had blundered. No peace nor quiet here and so little chance for a sick man. The jolly summer crowd was quite unconventional. When I wandered off in the woods by myself so as to be alone, some of the "bunch" would break in upon my solitude and insist that I join in their amusements. I would be mighty glad, I thought, when my stay had expired but, strange to say, when the time to go came I stayed on. I kept staying till the summer passed.

Meantime, from a distance I began to look back over my unhealthy past and I must say it looked just a bit ragged and altogether unsatisfactory. I was given a bad start—no question about that—but I'd put up no real, honest fight to overcome my inheritance of bodily and mental weakness; in fact I had encouraged their growth. My life hadn't been of the value of a copper cent to myself or any other. I couldn't recall that I had ever caused two blades of grass to grow where but only one had grown before—a fact for which I now saw no excuse.

Far back in the woods one day, I sat upon the trunk of a prostrate tree. All about me the birds twittered and sang. The chipmunks and squirrels that sat on near-by branches, chattered and talked in their care-free manner and told me things of which I'd never dreamed. The tops of the great trees

reached towards the sky; rays of soft sunlight filtered between their massive trunks; and from this quiet and peaceful retreat I looked back and saw with a clearer vision.

In the town I called home I had a professional acquaintance with nearly every resident physician. Despite their efforts my health had never improved. If I hoped now for a radical change—and I did—I must bring this change about myself. Inside of thirty days my insignificant business affairs were wound up. My plans called for a radical and complete change in location, habits, mode of life and family tradition. I even had a sneaking inclination to change my name but decided it was the one thing I might keep.

My few hundred dollars secured a bit of unimproved land on the edge of a small but lively town. Here I must build, improve, plant fruit, berries, vines and make my place self-supporting. This involved indebtedness, obligations and grilling toil. When night would come I was often too weary to cross the street for my meals or to prepare them myself. I'd never possessed a normal healthy appetite. Now I must either eat good, substantial food or give up the ghost. For a time it was a problem which it would be; but the active life out in the open finally won.

One part of my plan I found most difficult; to sit at my desk an hour or two each day; to write letters and read up on current topics. Another part was even harder; this to visit the business portion of the town each evening, attend meetings of various kinds and mingle with people. This I had decided was an important part of my program and I forced myself to live up to it. Thus I soon became acquainted with the business men of the town. I joined a Civic Improvement Club

and attended its meetings and lectures. Sounds easy enough, all this, certainly; but for a recluse such as I had been, a social hermit, it was anything but easy. There were days when it seemed I must give up and go back. Often I would lie all day in a sort of lethargy with neither strength nor inclination to move. Often I would arise with one of my old headaches. Life—
(Continued on page 76)



It takes grit to put aside the work of a lifetime and tackle the hard, grilling toil of a farm. Yet that is what Wallace Banks did and thereby insured himself a healthy and happy old age.

How to Develop the Neck

The Seat of Nervous Force and the Center of Activity
—Its Effect Upon Your Figure and Your Carriage

By George F. Jowett

“O H! isn't he a fine looking chap! Just as straight as an arrow!” We have all often heard this statement of admiration expressed, particularly by the feminine gender, who are as keen to observe and admire the outstanding physical attributes of man, as man is of woman. Many a time we have thought the same statement, and there have been times when it has involuntarily escaped our lips when we have observed some particularly upright, commanding looking chap pass by, with that perfect poise of head and bodily carriage so attractively fascinating to its owner.

It never failed to have a subconscious effect upon ourselves. Did you ever notice how automatically you quickly straightened up, and following the movement a guilty, almost foolish feeling took possession of you, as you furtively glanced around to observe if any of the passersby had noticed the momentary change that had come over your regular appearance? You then became satisfied with the effect, and walked on with your chin a little higher than before. But it always left a question in your mind that was generally answered as you studied your appearance in the reflection of the shop windows as you passed by. You always envied that other fellow with his manly poise and wished you could somehow acquire his carriage. After walking erect for a while, you would feel an uncomfortable sensation in the region of the shoulders and the neck, and you decided that nature had not constructed you along the lines to bear a military carriage, and you slumped back into your old habitual bodily poise.

But you are dead wrong. Nature did mean you to be erect and walk like that other man; but you have neg-

lected your physical education, and no matter how you dress or pay your tailor to form your body, he can do nothing for your neck, and that ruins your whole pose.

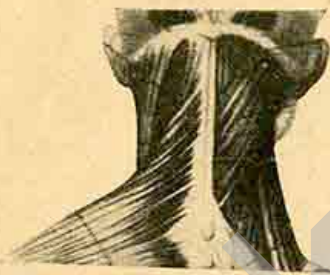
The neck with its muscular formation and methods of development, and the true significance that this member of the body has in controlling its physical action and intensifying the accumulation of nervous vigor, has very seldom been touched upon, and much less written of; therefore in the columns of this article will be found

everything that will interest and make possible for you a commencement, whereby you can attain a well developed neck, that will manifest itself not only in your bodily poise, but in stimulating greater nervous activity, eliminating the fatigue of mental overwork, supplying your whole being with greater co-ordination of mind and body, creating always a reserve of vitality or “pep.”

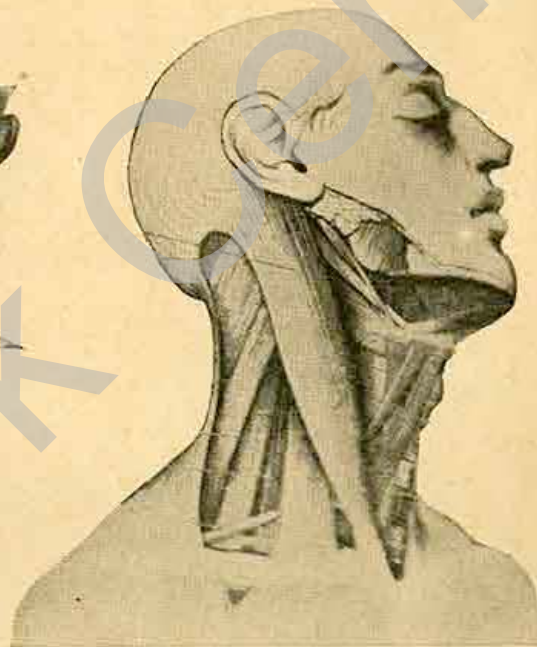
The first step in order to accomplish this desirable result is to obtain a

knowledge of the muscular formation that surrounds the neck, and then the best form of exercise that will stimulate the growth of these muscles. For the essential points in exercise is the surfacial muscular effect in obtaining contour or shape.

One of the most characteristic features of the neck is the shortness of the spine here, which has the more distinct advantage of enabling the vertebral column to be more fully extended than in any other region of the body. Its great pronouncement in this case is the ability a person has to bend the head backwards to a very acute angle. This action is carried out by the muscular contraction of the back of the neck, where the fleshy mass seen is a continuation upwards of that great group of muscles named the Erectus Spinae. The most prominent muscles that support the back of the neck are the large, powerful Trapezius muscles, attached to the base of the skull.



Figures 1 and 2—The back view shows the formation of the trapezius muscle. The front view shows the sterno mastoid muscle and its formation from the back of the ear down to the chest where it fastens.



These muscles on an ordinary man are so indistinct as to be in an almost rudimentary condition, which is explained in the appearance of Figure 1. The sides of the neck are controlled by the large and more apparent Sterno Mastoids, which are attached to the anterior surface of the upper end of the breastbone. Taking a slanting direction they become fastened to the head at the back of the ears. These muscles in repose balance the head when you are looking forward and when your head is turned to the right or left it is caused by the operating flexion of these two large muscles. They also act as extraordinary muscles of inspiration, by raising the sternum and clavicles. These fleshy columns on either side are separated from each other by a fibrous partition; that is a very feeble representation in man of the stout elastic

ligament so often met with in the lower animals. Its degeneracy is caused by man's erect posture, whereas in the lower animals the ligaments are of necessity very strong, in order to support the head in the horizontal position in which these animals exist.

The muscles mentioned are the most important, yet there are various other muscles in the neck, but as their development is actuated from the greater action of those under discussion it is only necessary to concentrate upon them, as they have the most pronounced effect in controlling the surficial neck appearance and poise of carriage. If your head is erect, your back is straight, but if your head is carried forward or the base of the skull set backwards on the shoulder, it has the tendency to throw your whole spinal structure out of position.

Fig. 3.

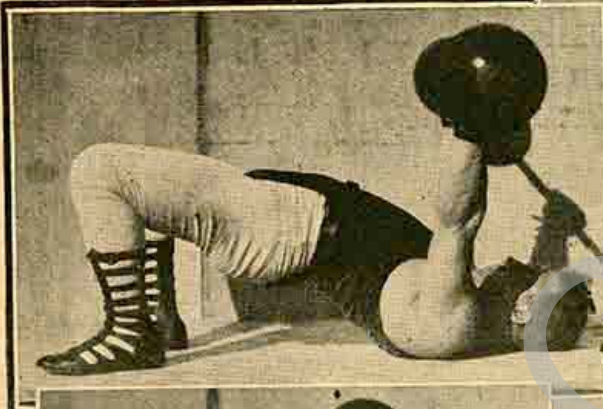


Fig. 4.



Fig. 6

The author's own method of obtaining his splendid neck development, as shown in Figure 12. Some of these may appear strenuous and would have to be approached progressively. Mr. Jowett explains here why it is impossible to have great nervous force without developing the neck, for there begins all the nervous activity that continues down the spine.

Fig. 7

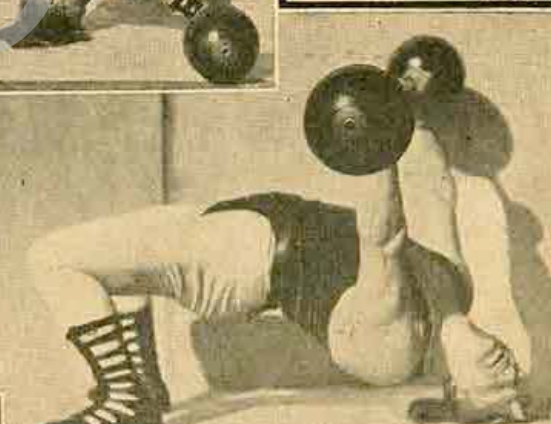


Fig. 8

Fig. 5

If you are observant you will notice that the average man on the street provides you with plenty of evidence by his neck development, as to how it controls his general bearing and walk. Some look so grotesque that they give the impression of deformity; but this should never exist for the neck is the most easily influenced muscular member of the body and most readily responds to exercise under proper conditions.

There is the slim necked man who invariably is round shouldered. These sloping shoulders coincide with a collar bone which starts outwards and downwards, whilst in the square shouldered man the outer end of the clavicle lies on a higher level than the sternal end does.

This causes the muscular development of a round shouldered person to be always less bulky; that reduces the width of the neck and exaggerates the length, whilst the broader shouldered man has a more balanced appearance. Others have deep hollows on the sides of the neck, while others show the lack of development in the hollow at the back between base of skull and shoulders. All causes of muscular deterioration from lack of proper neck exercise.

The ideal neck is the fully developed neck, the proportions of which give that pillar-like formation that is capable of displaying its beauty and majesty of appearance from all four angles, the back, both sides and the front. This condition is invariably seen upon the athletes who possess vigorous force and excel in sports that call for vigorous action.

Why most body-builders overlook the neck is beyond me, for it is equally as important a factor of the body as the torso that sustains organic vitality. The neck is the seat of nervous formation and has tremendous influence in developing and sustaining great nervous vitality and vigor. From here commences all nervous activity that continues all down the spine whence starts all other nerves that provide the whole body with its highly vitalized power or torpid force, according to your nervous condition. That is always controlled by a good or poorly formed neck.

There are two resultant forms of neck development, one of which is the well proportioned neck that has the well balanced formation, and the other is the abnormally developed neck. Particularly amongst the wrestlers you will find the tendency to this latter form, which is brought about by overdevelopment of the Trapezius muscles that make the neck wide but flat. This is entirely their own fault for they specialize on those muscles the same as some body-building enthusiasts specialize upon their biceps. It is their peculiar idea of form, and the desire to be looked at, but such overdevelopment has

the opposite effect, for instead of admiring the observers are repelled.

The best illustration of the great amount of nervous power, and how it can be accumulated from neck and back action by the muscles that act as a protection to the nervous system, is evidenced in wrestling. Wrestlers are the highest types of trained athletes for demonstrative co-ordination of nervous and muscular activity. The demand of this sport is for terrific neck and back action whether in practice or in contest, and the remarkable twisting movements that the holds compel call for rapid movement on their part. The back and neck muscles bear the greatest exertion, which makes them respond from every angle, causes a blood fusion to be continually operating in greater quantities through these parts, and stimulates the nerve centers to greater production, which, in turn, gives birth to that speedy, powerful action exhibited by all good wrestlers.

The greatest majority of wrestlers have powerfully developed necks, well balanced in all-round development, only in the few cases that lean to abnormality that I have already mentioned, which are exceptional. The fact that wrestling is so productive of great neck and spinal development should encourage all who seek a well developed body to include some wrestling in their training program. It is not necessary for a per-



Figure 9—(upper) shows a hollow neck and lack of trapezius development, while Figures 10 and 11 show the neck before and after development of the sterno mastoid.

son to develop his neck to the size of a wrestler's. I merely use them as a vigorous example of the result of great neck development. A well proportioned neck can be developed without wrestling at all, for in many cases some would not have the time or the opportunity to practice wrestling. Therefore, by practicing the following exercises they can obtain the highest results in neck development and I strongly recommend every body culturist to include these movements in his regular program.

About the most common exercise practiced for the neck is the exercise known as the "wrestler's bridge;" some do it without weights by raising the bodyweight up and down into the wrestler's bridge position, while others adopt the wrestler's bridge position, and while retaining it, press a weight aloft a number of times. Of the two methods, I much prefer the first, but neither are of much use as a real developer. In the first case, the largest heft of your bodyweight is far away from the neck, and has little influence in causing exertion, and in most cases a pupil will raise up quickly on to the crown of the head, which deprives the neck of the benefits it should obtain. In the latter case, where the bridge is first acquired and a weight held at arms' length, and then pressed up and down, the neck merely

acts as a support by the construction of its spinal vertebrae, the neck being pressed into the shoulders, and the position held by the position of head under shoulders. Very little benefit is gotten from it in this way. What is required is a combination of these two exercises, whereby the neck muscles are compelled to act. Therefore, if you load up a bar-bell to about 40 pounds (if you are less than 150 pounds, and to them who weigh over, 40 to 50 pounds is sufficient) and press overhead as you take up position in Figure 3, and slowly raise yourself up until you are resting upon the crown of your head, as in Figure 4. Then you lower yourself back to Figure 3 by simply bending the neck, NOT lowering the hips as some advocate, for that takes away the major part of the neck resistance. Repeat this exercise five or six times to start with, and never go over twelve repetitions. It is always better to add more weight to the bell and start over at five counts. The great value of this exercise lies in holding the weight overhead. This distributes the weight so that it has an influential bearing upon the neck muscles, and the arms being at an angle where they help to force down against the neck, make the rising and lowering movements much more strenuous. Be sure that you have a suitable cushion for your head to rest on while practicing these exercises.

The next exercise can be made very strenuous, and has a great bearing upon all the neck muscles. It was always a great favorite of mine, and one I have practiced all through my physical training. First you want to be sure to load your bell up very heavy, so that it will not roll with you, or else take hold of some solid object with both hands. You take up your

position as in Figure 5, and by pulling upon the bar with the arms, and simultaneously pressing the neck, you force your bodyweight up until you are standing on your head as in Figure 6; then you slowly lower yourself back to the original position. The slower you do this exercise, the harder it is, according to your bodyweight, and at first you may have to go up a little fast, but you can always lower yourself slowly down from Figure 6 to Figure 5, and obtain the same results, as the balance of your legs will give you better control in distributing

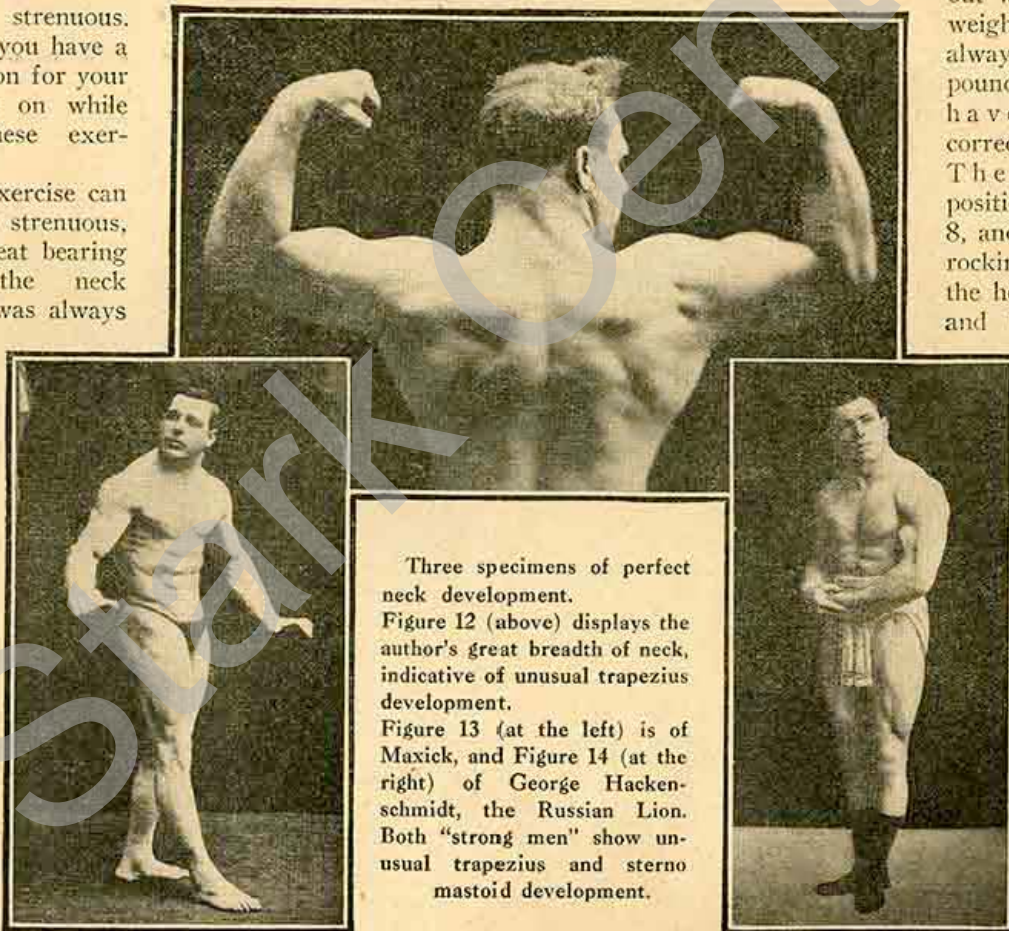
your bodyweight in making the exercise easier or harder as you lower down. The more upright the legs are when lowering, the greater neck exertion will be felt, and the more the legs hang over to the back of the head, the easier the lowering will be. Another very good exercise for the neck is to assume position as in Figure 7 with same weight of bar-bell held at arms' length overhead, but instead of lowering yourself until you are resting on the back of your neck, you allow yourself to recline until your whole weight rests upon the side of the head, and then, by the muscular action of the neck only, you revolve until you are supported on the other side of the head. Keep doing this movement from one side to the other until the muscles become comfortably tired. Never exert the muscles to the straining point, for once that point is reached, the movement ceases to become an exercise, and becomes an exhaustion.

If you are the possessor of a prominent "Adam's Apple," and desire to decrease the appearance of same by greater throat development, the following exercise will be found very beneficial. You will not require so much weight on your bar-bell for this exercise. Start

out with a very light weight for you can always increase the poundage when you have mastered the correct movements. Then assume the position as in Figure 8, and by a rolling or rocking movement of the head, slowly raise and lower onto the head and face as illustrations show, always keeping the bar-bell at arms' length until you have finished the exercise the number of times to satisfy you.

Of course there are many other good exercises that can be practiced for the

neck with benefit, such as bending and twisting the neck sideways, backwards and forwards and around, using the hands to resist the movements by pressing against the head from the various angles that the different neck movements control; but the best and quickest results are obtained from the use of bar-bells. When a pupil has followed out the exercises illustrated and explained in this article for one month he will be surprised at the results obtained. The hollows on the sides of the neck will have gone, the "Adam's" (Continued on page 86)



Three specimens of perfect neck development.

Figure 12 (above) displays the author's great breadth of neck, indicative of unusual trapezius development.

Figure 13 (at the left) is of Maxick, and Figure 14 (at the right) of George Hackenschmidt, the Russian Lion. Both "strong men" show unusual trapezius and sterno mastoid development.

Spinal Curvature

—a *Real Menace*

The Greatest Physical Trouble Besetting Modern Mankind—It Is Constantly Taking, by Progressive Stages, a Tremendous Toll of Life and Health—How It Can Be Corrected

By *Ira W. Drew, M.D., D.O.*

IN this country today there are many thousands of individuals suffering untold misery who should be fine physical specimens.

There are other thousands who will die in the very near future and who should be in the prime of life and health.

In our schools are more thousands, apparently bright, fine specimens of childhood, holding out every promise of growing into the best types of citizenry but who will become warped, diseased adults, suffering from every possible kind of illness, nearly all of which could be avoided.

Could the exact figures be gathered they would make an appalling total.

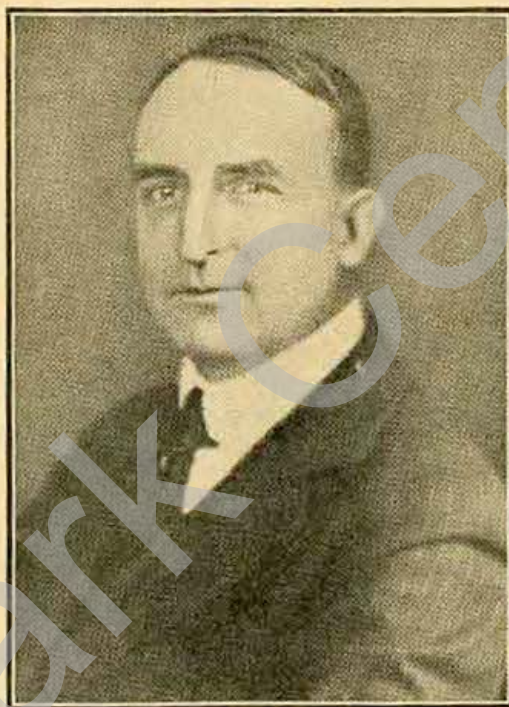
We are accustomed to think with abhorrence of the toll which such ailments as tuberculosis, cancer and the other more pronounced "killers" of the disease world take. We look with something akin to dread upon those who suffer from chronic disorders that eventually undermine the whole body so that the individual dies.

But we give very little thought to the fact that a large percentage of these ailments are caused by a condition which in itself and by itself does not seem so terrible. It is only when we point out that these diseases are the final manifestations, the ultimate result of some other trouble that we can get any attention to the original cause.

What then is the greatest physical trouble besetting modern mankind? What is it that eventually causes more so-called diseases or "breakdowns" in the human body than any other thing?

The answer is to be found in what is called spinal curvature.

This does not sound like a fearful thing that is taking



Dr. Ira W. Drew

and is going to take by progressive stages a tremendous toll of life and health, but it is. It is a real menace to modern humanity.

Spinal curvature is a development of civilization. It was unknown to the aborigines for reasons which are apparent. They spent most of their lives in the sunlight and their skins absorbed its energy, transmitting it to the muscles and even to the bones. They ate natural food and strengthened their muscles and tendons by constant exercise that called the entire body into play. They had pure water and air, and the tonic effect of these is great.

The effects of spinal curvature on the human body are amazing. The spine, as we know, is composed of a number of separate bones called vertebrae. These bones are joined by certain tendons and muscles which hold them in place. Down through the vertebrae runs the great main nerve of the body—the spinal cord. It is nothing more nor less than the main trunk line of a vast electrical system, sending out its wires to all parts of the body to control all physical functions, both voluntary and involuntary. We take a step. It is sub-consciously done. But the command to take that step and the nerve energy which controls the muscles of the leg and makes us take that step was telegraphed from the brain down through the spinal cord to where the nerves that lead to the leg join it at one of the vertebrae.

Our lungs are not getting a sufficient supply of blood. We are not aware of it but our nerves are and they try to carry the message through the spinal cord to the heart engine so that it will increase the flow to the lungs.

Our stomach is out of order. Immediately the nerves try to set it right by increasing the supply of the necessary secretions that will overcome the disorder. All this

endless succession of messages and orders and requests goes back and forth, up and down through the vast switchboard of the body. When it is functioning properly all is well. When something goes wrong in that switchboard then look out, for trouble will follow and if the condition is not righted there is no telling what the ultimate result may be.

For instance, there was one very notable case in the public eye quite recently. It was that of Joe Bush, famous pitcher of the New York American League baseball team. In 1922 and for many years previous, Bush was one of the greatest pitchers in baseball. During the season of 1922 his effectiveness disappeared. He developed a sore arm. He could no longer win games and from the pinnacle he seemed about to slip into oblivion. His arm would not respond. Throughout the years he had learned the highest skill and all his knowledge was of no value. There were very many who believed his career was at an end.

Then it was learned that he had a slight spinal curvature, ordinarily called a subluxation. After a number of osteopathic treatments during the winter he returned to baseball in 1923 and was an outstanding player in helping his team win the championship.

In this case the curvature was in those vertebrae in the neck and just below the neck and that is where the nerves which control the arms, center.

Modern science knows the functions of each nerve. As another instance, quite recently in a clinic we have treated a number of severe cases of lumbago and sciatica. In the treatment of these we knew perfectly well that we should find the trouble in the vertebrae which form that part known as the small of the back. For the nerves which control and supply such organs as the lungs and stomach, in fact most of the so-called vital organs, we know that the region between the shoulder blades is the entering place to the spinal cord.

When any one or number of those vertebrae get out of place to the slightest degree, when they are not in perfect alignment as nature intended them to be, we know that illness of one form or another must follow. There is no avoiding it.

Take the case of the lungs. There is a faulty alignment of the vertebrae where the nerves that control the functions of the lungs issue. The result is pressure which cuts down on the amount of nourishment to that nerve. It cannot function perfectly if it is undernourished just as the man who performs manual labor cannot function unless he has enough to eat. Almost without exception the lung becomes diseased. It is the same with any other part of the body.

There is another question that is asked very often. Will the human race ever be free from most of those ailments which now make life an almost endless misery for so many?

The answer is that there will be a great deal less ill-

ness of all kinds when the average human being comes to the stage of adopting preventive therapy. Most of us know that the Chinese have a custom of paying their physicians to keep them well and ceasing payment when they become ill. We are far behind the Chinese in some ways, the trouble being that a good many of us do not give our physicians a chance until we are so ill that it is a hard job to cure us, or we let it go until we have reached the incurable stage.

And there is no excuse for the existence of spinal curvature with all the ills it inflicts upon humanity.

Briefly, there are three things which cause it.

They are improper diet, improper posture and lack of sunlight, that is, improper exposure to the sunlight.

In the matter of diet we eat foods that are lacking in the essential salts and vitamins. We are feeding our children on denatured foods, white flour and too much meat. We are sugar-drunk, overloading our bodies with it and creating an ever increasing demand for it. We eat a lot of cereals from which the most valuable food properties have been extracted. We do not get nearly enough of the natural foods which are loaded with the

salts, the lime sulphur, the minerals our bodies must have to be healthy. Lettuce, carrots, turnips, whole wheat, spinach—such foods as these in their fresh state are absolute necessities.

Go back through biblical history and you will discover that up to the time of the flood no mention was made of the eating of meat by human beings. Then, after the flood, meat eating is referred to and humanity cut its life span in two.

When we eliminate the natural foods with their rich salts and begin to eat mostly denatured foods such as white flour and artificially prepared cereals, dehydrated and

canned fruits and vegetables, we are deliberately undernourishing the body. The result is that the muscles and sinews which hold the bones in place are weakened.

By the time the child gets into school it sits in a stooped position. The muscles and sinews do not hold up and maintain the body in its correct position automatically. It becomes conscious effort for the child to do this. Consequently he or she droops to one side or humps forward and you have the beginning of a spinal curvature.

Or it may be that in sport or athletics over-development comes on one side. For instance, the right handed tennis player develops larger muscles on one side, and unless the other side is functioning perfectly with healthy muscles and sinews, there is a good chance for spinal curvature. It might as well be any sport as tennis. Usually one curvature leads to another as the spine tries automatically to right itself to maintain perfect bodily balance.

To start with, the child should be examined in every position. When it is lying down on its side you can

Hard Times For Undertakers

"HARD times for undertakers" would seem to be the slogan of the village of Althausen, near Königshofen, Baden, which recently reported having had no funeral for two years, and thus claimed the community health record of Germany.

There are some 400 residents of Althausen, the eldest of whom, the village cobbler, is still on the job every day at the age of eighty-seven. The report states that the last death in this village occurred in May, 1922.

This is as it should be. Undertakers may become inefficient under such conditions, but who cares so long as physical directors, doctors and play-ground commissioners maintain their efficiency.

very often note a curvature to one side and vice versa, while when on its stomach you can frequently see the forward or backward curve where two or three vertebrae have become fixed in one position out of perfect alignment. It is an easy thing to detect even in yourself.

Not so long ago it was the custom to put plaster of Paris jackets on patients with spinal curvatures. In fact, it is still done in some quarters. This is a great mistake. It is doing exactly the wrong thing. In the first place it shuts out whatever chance there is of the sun's rays reaching the affected part, and the value of the sun for this, as well as for various other ailments, is astounding. It also shuts out all chance for corrective exercise and diminishes the opportunity for proper nourishment to the affected part as the skin cannot properly function. It may be that a certain kind of brace will be needed, but this should be made to suit the case and should invariably be of light construction and of a type that can be taken off at will for the necessary treatment.

It is extremely difficult to correct spinal curvature by exercise alone. The trouble is that one group of muscles have become tensed while the others are relaxed and usually underdeveloped. It is an established fact that where you have one group of muscles which are well developed and another under-developed or relaxed group, the well developed ones will also get full benefit from almost any exercises aimed at the building up of the underdeveloped ones, and these must be strengthened to counteract the pull of the more powerful group in order that the curvature of the vertebrae may be overcome.

Any exercises aimed at overcoming spinal curvature must be intelligently directed by some one who understands, if they are to be effective, and these exercises can be materially aided by electrical treatments with a vibrator to relax the tensed or highly developed muscles after we are sure which they are and with another electrical appliance known as a "sinusoidal" to build up the weaker group.

The most common deformity of the spine is a total left curvature, a C shaped curve. There are a number of effective exercises which will go a long way toward correcting this. We can take them by number.

1. Stand with the hands at the side. Raise the right arm forward and upward over the head. Inhale deeply and stretch the entire body upward as though reaching for something with the raised right arm. Rise on the tiptoes and lift the left leg out sideways. Lower the right arm and the left leg sideways until you have returned to the normal position.

2. Interlock the fingers in back of you at the small of the back. Roll the shoulders backward and extend the arms backward, turning the hands as far as possible so that the palms of the hands are away from the body and down.

3. From the erect standing position lunge forward with the left foot, keeping the hips as firm as possible. Raise the right arm sideways and inhale deeply while you are in this bent position caused by the lunging forward. Then stretch upward and slowly bend forward until the right hand touches the floor in front of the left foot. Stretch upward again and exhale as you resume the normal position of standing.

There is another very beneficial exercise which may be taken with the aid of another person. It consists of lying on a table with the right knee over the end and the

left arm under the small of the back. The other person then grasps the right hand while the right elbow is held at the patient's side, and slowly pulls the right arm upward and sideward while the patient resists. When the patient's right arm is fully extended the other person exerts as much pull as possible for four or five seconds and then the patient pulls the arm back to his side with the other person resisting.

This exercise puts the full stretching power on the right hip and right shoulder, reversing the left curve of the spine.

These exercises should be taken twenty-five times each.

Where the spinal curvature is a right curve, which is much more rare than the left, these exercises should simply be reversed except that the second one will fit both.

These are the most common curvatures of the spine, and it should be pointed out that they are not always developed during childhood, though usually so. However, through faulty posture some adults do develop them. Unnatural positions in standing or sitting will often lead to them. For instance, many individuals have the habit of resting all the weight on one foot while standing. Persisted in, this habit very frequently leads to spinal curvature. It throws the vertebrae out of alignment by sheer weight and the weakening of one set of muscles. Also, sleeping in one position constantly will often cause a curvature. That can be classed under the heading of faulty posture.

It was stated in the beginning of this article that three things cause these deformities. These three things have many ramifications. As another instance of the curvatures that come among those caused by faulty posture we have cases developed by eye trouble. Perhaps this seems far fetched. It is not. Astigmatism very frequently causes the sufferer to hold the head in a tilted position and spinal deformity results. Defective hearing has caused others through faulty head posture.

There are certain symptoms which almost always indicate these curvatures. Sometimes there is a limp in walking. A large percentage, especially women, suffer from backaches. Fatigue comes easily and the lungs and heart do not function properly, but this point is not so important. It has been the purpose of this article to show what spinal curvature is, what causes it, what its effects may be and how to systematically overcome it. But the big point is to prevent it. We have not gone into the more complex developments such as when the patient has an S curve. This is not nearly so common as the C or single curves. The S curve also can be cured by the exercises given with some more intricate ones that should be directed by an expert and with the aid of certain braces touched on. The important thing for the ordinary individual is to avoid spinal curvature or, having a curve, overcome it and prevent a recurrence of the condition by keeping careful watch over posture, diet, and making sure to obtain a normal amount of sunlight and fresh air. It is a far easier thing to prevent than to overcome.

I have stated that it is difficult to correct curvatures by exercise alone. It is, but that is because the exercises given are usually inaccurate. Those explained here will cure the ordinary curvatures. Of course, where the curvature is complex more intricate exercises are necessary, but combined with proper postures, diet, sunlight and fresh air these will correct the usual curvature.



American Continental Weight Lifters' Association Notes

WE are hoping that the Strength Clubs of the American Continental Weight Lifters' Association in the various cities of America will eventually be as popular as the weight lifting clubs of Europe, Britain and Canada. It is all in the boys getting together. Then the game will assert itself. That weight lifting contests and competitions can be made interesting in this country has already been proved. Out in Los Angeles where the California Olympic tryouts were held, great enthusiasm was displayed by the spectators and the city papers had splendid write-ups of the contestants and their feats. When Vice President Willoughby defeated A. Bevan in the contest that was held prior to the Olympic tryouts, the spectators got so interested that they actually left their seats. When the Pittsburgh lifters got together for their fun and record creating performances, lifters from quite a distance would come in to watch and lift, and on one occasion the musicians of a nearby theater where the lifters met, had asked them to arrange to have the special lifts held over until a certain time, which was to be during the intermission of the orchestra, so they could witness the feats with the rest. There were many bar-bell fans among them. When they did come, they got so interested, with the rest of the crowd, that they forgot they had to go back and play, and that, of course, held the show up longer than usual. These are just a few incidents that go to prove what interest can be gotten when a number of weight lifting enthusiasts get together.

Mr. Calvert used to run exhibitions at the old "Milo" headquarters. When any particularly good man came around, he would notify all the boys in and around Philadelphia and out of town enthusiasts. When

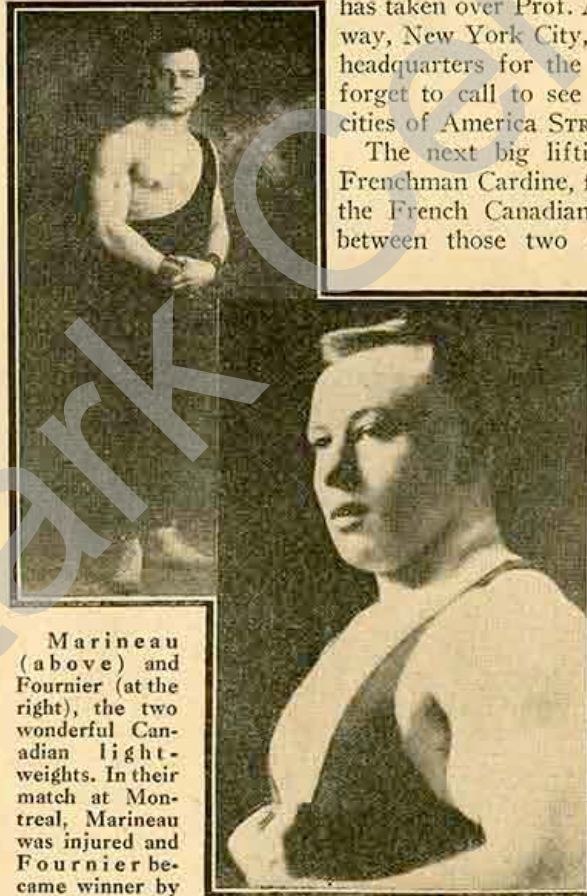
the event came off, there would be quite a crowd mustered together. After the special events were over, they would engage in impromptu contests among themselves, and you can imagine what a good time they would have. The Milo Bar-Bell Company is opening up a big floor space and equipping it for the service of its pupils and the Philadelphia American Continental Weight Lifters' Association members, where we expect to repeat the good old times, and continue the great work Mr. Calvert started. Our old friend, Sigmund Klein, who has taken over Prof. Attila's Gymnasium at 3924 Broadway, New York City, is making his place the New York headquarters for the A. C. W. L. A. members. Don't forget to call to see me. And so in all the principal cities of America STRENGTH Clubs are being formed.

The next big lifting event to take place since the Frenchman Cardine, former Olympic champion, defeated the French Canadian lifter, Giroux, in Montreal, was between those two wonderful Canadian lightweights, Marineau and Fournier. That was also contested in Montreal. The match was rather a disappointment as Marineau was unfortunate, getting hurt by being struck on the head when making a one-arm lift. This so handicapped him as to make it impossible for him to continue to lift and made Fournier the winner by default.

Some fine poundages were put up by Fournier, who is making wonderful strides. In the two-hand "Press" he lifted 196 pounds, and in the two-hand "Snatch" he succeeded with 201 pounds. In this latter lift President Jowett says that the French Canadians often finish it by a push, which is not allowed

under A. C. W. L. A. ruling. Marineau made only 180 pounds in the two-hand "Press," which was very poor for him as our President has officially passed 200 pounds for Marineau in a two-hand "Push." Fournier elevated the wonderful poundage of 247 pounds in the two-hand "Jerk" from behind the neck, lying on the back with a dumbbell in each hand and pressing to arms' length in the two-hand shoulder-

(Continued on page 88)



Marineau (above) and Fournier (at the right), the two wonderful Canadian lightweights. In their match at Montreal, Marineau was injured and Fournier became winner by default.

Ask the Doctor

When a man or woman is actually sick, it is too late for the benefits of physical exercise. Then is the time to see a doctor.

For the health seeker, or strength seeker, the gymnasium is not necessarily either the beginning or the end of his problem. His glands, his nerves, his diet, his environment, his heredity, any one of many causes may underlie the obvious fact that his health is below par. Through the knowledge of one of these subjects may be found the reason why his physical development does not respond so readily to physical exercise.

None but a thoroughly competent physician with whom he can personally consult, can handle his case or answer his questions, supplying the advice that will make his progression in health or bodily development more sure. Every physical culturist should know his organic and glandular condition as thoroughly as his muscular system. It is essential.

We have been receiving many letters every month similar to the letters that Dr. Rubin is answering in this issue, and some of the questions are of such a character that they cannot be answered except by the advice to consult your physician.

Dr. Rubin will continue to answer such questions as he can, and will in the future publish a few letters each month and his answers to the letters, selecting those letters of the greatest general interest. Enclose a stamped, addressed, return envelope with your queries, and we can assure you of a prompt reply.



H. H. Rubin, M.D.

Portland, Me.

Dear Doctor:

My doctors have told me that I have tuberculosis. The X-ray shows the upper apex of the left lung rather badly involved. I have afternoon temperature, cough, night sweats, and have lost twelve pounds in weight in the last two months despite all the treatment that has been given me.

Have the glands anything to do with tuberculosis, and is there any hope for a tubercular patient through gland stimulation? I am a working girl. If I stop working, I stop eating, and this, as you know, is very bad for anybody, especially a tuberculosis patient. I would greatly appreciate any encouragement on this subject.

MABEL R.

YOU are quite right in believing that there is a very definite connection between gland deficiency and tuberculosis. Practically every case of T. B., except acute miliary T. B. (galloping consumption) or T. B. contracted as a result of pneumonia or quick depletion, is preceded by what is known as Asthenia. Asthenia means loss of strength due to a depleted condition of the adrenal glands and the improper functioning of these glands. This condition, which is a predisposing factor in so many cases of T. B., is a complicating factor in all cases.

Indeed, the very greatest authorities on ductless gland functioning are now united in declaring that in practically every case of T. B., the adrenal functioning is definitely impaired. The continuous and chronic poisoning to which the body is subject in this disorder has a depressing influence on the adrenals, with the result that in this condition, muscular fatigue is almost the rule. Oxidation, or the burning up of the various end products in the body, is below par (a study of the excretion of urinary solids almost invariably demonstrates this fact, and proves the poor elimination from the kidneys that accompanies this condition).

The temperature is usually subnormal, at times, the blood pressure is almost uniformly below normal, frequently running from 105 to 120, depending greatly upon the length of time during which the adrenals have had to stand the strain of the toxic poisoning.

Professor Sargent, in discussing this subject, has said that there is definite adrenal change in most T. B. in-

dividuals. These people are tired, rather than weak, with low blood tension, and pigmented areas on the skin and occasionally on the mucous membrane lining of the mouth.

Sargent says: "One hates to conclude under such circumstances, that there is a special form of Tuberculous infection of an excessive toxic nature, and is really led to believe that the accompanying adrenal insufficiency may be the actual cause."

In studying the relation of the adrenals to the toxic condition developed during T. B., I am quite convinced that the continued over-stimulation of the adrenal glands and the constant pouring into the blood stream of increased amounts of the adrenal secretion, must ultimately lower the functioning power of the adrenal glands, and wear them out in exactly the same way as a muscle would be worn out if it were contracted and expanded steadily and persistently, without allowing the normal period for rest and the reconstruction of the muscle tissue.

Another prominent factor in the development of T. B. is deficiency in the Thyroid function. The Thyroid has been very aptly called the "keystone of the endocrine arch," for it is concerned either directly or indirectly in the functioning of practically every one of the ductless glands.

In this connection it is perhaps the most important single factor in directing the intricate functions of metabolism. It covers growth and development, not only physical, but mental as well. It controls the breaking down of certain of the constituents of the food, particularly of the albuminous portions of the food, and has a very considerable responsibility in the regulation of the exceedingly complex chemical processes through which means the waste matter resulting from the breaking down of cell structure, are finally disposed.

Because of all these varied activities, many disorders, no matter how slight, are immediately reflected in such functions as muscle energy, regulation of the body heat, the peristaltic action of the intestines, the elimination of the nitrogenous or albuminous end products through the

urine in urea and uric acid, the rhythm of menstruation and various activities of the sex glands in both the male and the female.

I believe I have mentioned before, in another place, the activity of the Thyroid in the nutrition of the skin, frequently involved in that form of T. B. known as "lupus," or skin T. B.

So, it is readily seen that the thyroid hormone has a great deal to do with the powers of the body in resisting and overcoming disease. It is perhaps the most important gland of all the ductless glands in the work of detoxinizing, or rendering inert various organic poisons manufactured by the body cells and retained within the body. This is one reason why the thyroid gland is so vulnerable to attack by an overwhelming accumulation of toxic matter, as is evidenced in exophthalmic goiter and other acute infections of the thyroid gland.

But perhaps the most important of all functions of the ductless glands is connected with what is known as mineral metabolism,—the conversion of mineral salts in the food into repair structure for brain, nerve, bone, tooth and other tissue containing rich amounts of mineral salts.

Mr. Alfred McCann, in his very able articles, has repeatedly referred to the importance of this particular metabolism, and especially to the importance of proper lime salt metabolism in the prevention of T. B. or in the cure of the disease after it has developed. It is the inability of the system to provide sufficient amount of lime salts to encapsulate and wall off the T. B. germs in the lungs in little coffins of limestone, that permits these microscopic invaders to proliferate and develop in the tissues of the lungs.

While this condition has its apparent origin in acidosis, or lowered blood alkalinity, back of this again there may be, and very frequently is, a definite dysfunctioning of the ductless glands. For I have noticed even in patients who were fed upon a diet rich in mineral salts, but in whom a definite gland deficiency existed—brought about by toxemia, or some other cause—that the tubercular process was progressive, and was only arrested by definite gland stimulation.

Therefore, I would go on record as stating quite definitely that many cases of T. B. are definitely amenable to gland stimulation. Of course, you should have general medical and hygienic and dietetic treatment as well, and possibly a once-a-week exposure to the rays of the Alpine Lamp, or such other measures as your physician may determine.

I feel quite certain that the careful and consistent following out of this course for a period of months should restore you to perfect health.

Scranton, Pa.

Dear Doctor:

I have been developing a cataract on the left eye. This worries me quite a good deal, as I greatly dread an operation, and I don't want to lose the sight of my eye. Does gland treatment have any effect on cataract?

SAMUEL L.

Cataract is now generally believed to be due to one or more of three causes: injury, syphilis, or degeneration produced by glandular deficiency. It is quite

likely that all senile degeneration is primarily of glandular origin, for we know that a man is as old as his glands, and we know that if our glands continue to function normally or could be made to continue their working efficiency, there would be no such thing as old age, or death either, for that matter. Of course, there is no possibility of ever bringing this about; so the next best thing is to treat the general condition and keep the glands functioning at their highest efficiency, for as long as possible.

On a matter as important as your sight, I would strongly urge you to place yourself in the hands of the best available oculist, and be guided by his advice.

Dear Doctor:

Every winter I am troubled with colds. I get them one after the other, and no sooner do I get rid of one than I seem to get a worse one in its place. It seems to me that I have taken about everything for this trouble, but so far without success. Can you give me any help?

LOUISE Von C.

Susceptibility to colds is a dominant factor in asthenia. Almost invariably, you will find patients who are thus afflicted who suffer from cold hands and feet, chilling of the extremities on the slightest provocation, low blood pressure, and a weak, characterless pulse. They may also be anemic, and deficient in normal digestive and assimilative activity.

All these conditions are symptomatic of adrenal depletion,—lack of power and vigor in the function of the adrenal glands. Proper exercise, cold baths (provided normal reaction follows these), suitable regulation of the diet and definite adrenal stimulation will bring about a complete change in your functioning powers. I have seen any number of patients similarly afflicted who overcame this condition, and who now can withstand almost any degree of exposure without "catching cold." With several of these patients, the symptoms of colds and catarrhal involvement used to appear almost every time they became overtired. You should be very definitely helped by following the suggestions above outlined.

New York, N. Y.

Dear Doctor:

I have been troubled with large tonsils for a number of years and have repeatedly been advised to have these removed. Do you believe in this?

JEANNE M. B.

There is no doubt in my mind that the tonsils fill some most important purposes. I am inclined to think that they harbor immense numbers of the white corpuscles that devour invading micro-organisms,—a definite menace to the health of the individual.

However, if the tonsils are boggy and pustulous, they constitute a very distinct danger. Thousands of cases of rheumatism, headache, stomach and intestinal catarrh, stomach ulcer, appendicitis, and fatal heart involvement have been traced to diseased tonsils.

Therefore, I would say that if your tonsils are afflicted with actual degeneration have them enucleated as quickly as possible. If they are merely enlarged and congested, much can be accomplished by a system of hygiene, regulation of diet and proper gland treatment. We have many cases which have been absolutely cleared up without the necessity of an operation.

TUBERCULOSIS is not a contagious disease; that is, it cannot be transmitted from one person to another. It is not a heredity disease, it is not handed down from generation to generation. A healthy person cannot acquire active tuberculosis. An unhealthy, undernourished individual is never absolutely immune to it.

It is a deficiency disease—and what glands have to do with deficiency is explained by Dr. Rubin in his answer to one of our correspondents this month.

—The Editor.

Exercises for the He-Man

Do You Scorn Calisthenics and Laugh at the *Daily Dozen*?—Too Easy for You?—Well, Here Are a Few Stunts That Are Vigorous Enough to Suit You

By Charles MacMahon

MANY physical culturists have the impression that there are only two classes of exercises—the daily dozen or calisthenic type, otherwise known as light exercise, and the heavy weight lifting type, or strenuous exercise. While I, myself, believe in gradually increasing strenuousness in exercise as the only sure method of developing man-sized muscles and strength, at the same time I know that heavy weight lifting is not the only type of strenuous physical culture.

I will endeavor to prove this by the exercises in this article. And if you will do more than just read about them (try them out for yourself), I know I will succeed in convincing you that there are exercises that have the outward appearance of calisthenics and yet are strenuous enough for the most advanced physical culturist and probably too strenuous for those who are not far advanced.

Movements such as those illustrated, have all the advantages that heavy weight lifting possesses without any of the disadvantages. These exercises have strenuousness; they are capable of graduation and advancement; the repetitions of a movement are few and produce the desired result (which is temporarily fatigued muscles); they increase your suppleness as well as your strength and development. These are some of the advantages.

There are many disadvantages that these movements do not possess.

I do not wish you to get the impression that weight lifting

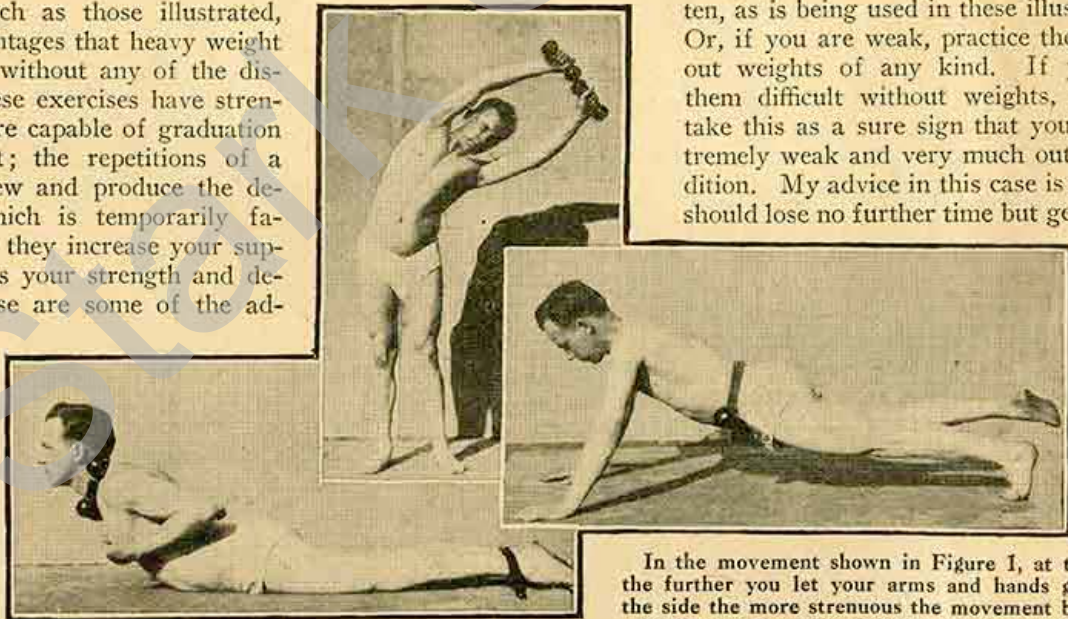
is not a good form of exercise, for it is. Neither do I wish you to look upon it as the only form of strenuous exercise, for it is not.

From my observation and speaking from the viewpoint of this article only, there seem to be four classes of people. There are those who think heavy weight lifting is the "cats" and there are those who want neither weights nor daily dozen (this class knows what it wants, but does not yet know of the type to be explained in

this article). Then come those who are satisfied with their daily dozen. Last, and rapidly becoming the least, are those who have no desires at all in a physical culture way. Each class has a perfect right to its respective opinions but any kind of exercise is better than none at all. Still if you are going to give time and effort to physical culture, you may as well get the best results possible.

In my article entitled, "Making Easy Exercises Difficult," which appeared in the November issue of *STRENGTH*, I gave you a few movements, using the same principle that I am giving in the exercises in this article. But these appearing here are far more difficult than those in the November issue.

Do not let the strenuousness of these movements scare you away from them. If you are not as strong as you might be, you can easily make them less difficult by using from two to five pounds instead of ten, as is being used in these illustrations. Or, if you are weak, practice them without weights of any kind. If you find them difficult without weights, you can take this as a sure sign that you are extremely weak and very much out of condition. My advice in this case is that you should lose no further time but get started



In the movement shown in Figure 1, at the center, the further you let your arms and hands go over to the side the more strenuous the movement becomes.

In Figure 2, at the left, we have one of the most direct small-of-the-back exercises. With the feet fastened down it is possible to raise the head and shoulders much higher than when they are free.

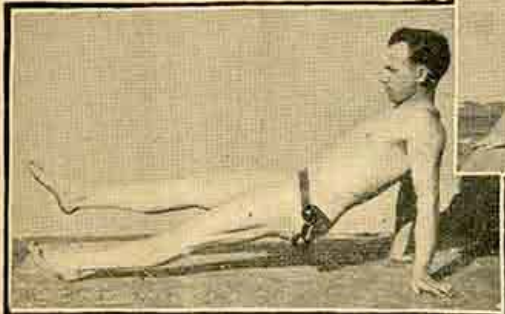
Figure 3 shows a movement often done with both feet on the floor, but made much more difficult when one foot is raised in the manner shown.

with some good form of daily exercise right away.

The side bending exercise shown in Figure 1 is probably not as strenuous as the remaining five exercises, but a lot depends on how far you bend to the side. The

further you let the hands and arms go over to the side, the more strenuous the work will be on the side muscles. This movement affects the side muscles directly and the abdominal and small of the back muscles indirectly. This is reversed in the other exercises. Some of them, as you will find, are for the abdominal and back muscles directly and affect the side muscles only indirectly. It is a wrong practice to have your mind on any muscle or set of muscles other than the set you are directly exercising.

In performing this exercise you should take the position with the feet apart as illustrated. This gives you a firm base and prevents you from falling over when you bend to the side. After



If you care to make Figure 4, at the left, a vigorous calf exercise, arch your insteps so that your weight is on your toes.

You will probably find the movement shown in Figure 5 forcible enough when done on both feet; but after you have accomplished that you can begin doing it on one foot and the next step in progression will be placing one foot on a box as shown in Figure 6, at the right.

placing your feet, you put your arms straight over your head and steady the four or five pounds in your hands by keeping them pressed against each other. This keeps one arm from falling away from the other when you bend. You must also be sure to keep the arms rigidly straight at all times.

If you are strong in the waist muscles you will be able to bend considerably. If you are too weak to do it with your arms straight above your head, then you can lower your hands and rest them gently against your head. This will lessen the leverage on the waist muscles and make the exercise less strenuous.

When you have performed this exercise a few times, you will begin to feel it in the external obliques (those muscles just above the hips). If you lean backward slightly while going through this movement, you will throw the bulk of the work on the side muscles that are more around toward the back and at the same time you strengthen the muscles along the groin. Do not overdo this backward bend, as it is possible to put too much strain on the delicate muscles in the region of the groin.

You can also call into play in a different way a certain set of waist muscles by bending slightly forward.

In Figure 2, we have one of the most direct small-of-the-back exercises. As you will see, the feet should be held down in order to enable you to raise your head and shoulders as high as possible. You will also notice how the weights are placed across the neck. This is the point where it does the most good and where a few pounds make a great difference. If you were to place the weights back on your shoulders or on the lower part of the broad of your back, the weight would lose some of its effectiveness.

This is performed, as you probably know, by raising and lowering the shoulders and head. The further you can raise them, the better the exercise and the more

small-of-the-back development this exercise will produce. You can hold the arms in the position shown or clasp the hands, arms straight in back of you. By clasping the hands in back, you contract the upper back muscles more than otherwise.

While holding the upper position of the head and shoulders as illustrated, you can move the shoulders from side to side in a semicircle. This will thoroughly exercise the muscles of the small of the back on both sides of the spine, out to the edge of the waist. These muscles, when highly developed, form great ridges up and down both sides of the spine and beautify the back greatly.

In Figure 3 you will see a very strenuous exercise for the ab-

dominal muscles and the front of the thigh. Performing this movement with one leg only, of course, makes it much more strenuous than when practiced on two legs. The movement is to lower the hips until they nearly touch the floor, and then raise the hips as high as possible. You will feel the effects of this exercise all along the front of the body and legs. You should change from one leg to the other occasionally so as to give them both an equal amount of the work.

You will note that in this exercise, unlike Figure 1, the weight does the most good on the small-of-the-back. In all these movements, the weight used should not bump the floor, as this will shorten the movements and make them less effective.

For those who think there is no strenuous exercise of this type, I advise you to try this one on one foot and with the hands placed slightly forward from the shoulders instead of directly under them. If you do not find this variation exceedingly strenuous there is something wrong somewhere.

The next exercise is practically the same position as Figure 3, except that it is reversed. The strap with the weights is placed across the front of the hips and lower abdomen. The weight is supported by the arms and one or two legs. The movement is the same hip lowering and raising one as in Figure 3. You can do this exercise on the back of your heel or on your toes. You will find that it affects the calves as well as the thighs and waist. So, by arching your insteps so that your weight is as much on your toes as possible, you will get a better calf exercise. You will find that this exercise affects nearly your entire body.

The exercise in Figure 5 is also strenuous, especially when performed on one foot. These side exercises are more difficult because the weight is supported on one

arm only. If you find it difficult to keep your balance, you can use your free hand to steady yourself by taking hold of some stationary object. The same up and down motion of the hips is performed in this exercise as in the others. You must be careful to keep the pelvis, or hip bones, vertical at all times. When you have tired the muscles on one side, turn over on the other hand.

You can do this one on both feet and will probably find it sufficiently difficult. But if you do happen to find it easy with both feet on the floor, then you can try it on one foot. Either foot will do, but the upper one is the most convenient and places you in a more natural position. Those of you who are inclined to be bow-legged should always do this exercise with the foot of the upper leg on the floor. Those who are inclined to be knock-kneed, should use the lower leg and foot. You can easily see the logic of this, for when the weight is on the upper leg and foot this leg is bent slightly in by the strain. Therefore it will in time improve the condition of bow legs. On the other hand, when the lower leg is used there is a tendency for it to be bent down or outward by the weight, which naturally counteracts the condition of knock-knees.

When both feet are used (which is the way most of you will perform it), one should be placed in front of the other. You will find that there is a tendency to renege in the matter of making complete movements in this exercise. But do not let yourself get into this habit. Lower and raise the hips as far as you possibly can, taking it as slow as is necessary to perform this exercise correctly.

The one illustrated in Figure 6 is simply a slightly more advanced variation of Figure 5. This method enables you to lower your hips further than in the position shown in Figure 5. The box or stool which elevates the legs puts your body on a level which throws a little more work on the side muscles. The lower the feet in relation to the supporting hand, the easier the exercise is.

Now that you know how these few exercises are to be practiced, I hope you will try them out for yourself instead of taking my word for the strenuousness of them. You will then know the difference between this form of exercise and the daily dozen type.

If you have any pet exercises of your own, you should be able to use this method in connection with them also. The exercises just explained will not only give you great strength and development of the waist, but will very greatly increase your endurance and your suppleness.

Stick to these movements diligently as explained for a few weeks, and notice the shaping up and improved appearance of all the muscles of the waistline. The exercising of the muscles of this region is more important from a health and strength standpoint than is the matter of exercising the arms or legs. The reason is that the liver, kidneys, stomach, intestines and other smaller organs and glands, are situated directly beneath these muscles. Therefore, exercise for these muscles stimulates and more directly affects these organs and glands than exercises for the legs or arms do.

Then, too, it is my impression that, generally speaking, the muscles of the abdomen, sides and small-of-the-back are not as well developed on the hundreds of amateur physical culturists and professional strong men of whom we see pictures as are their arms. Most men and boys have a mania for a pair of powerfully devel-

oped arms and spend more time on them than on developing any other set of muscles.

An even, all-around development is the ideal; but if you like to and feel you must specialize, make the waist muscles the specialty. It will do you far more good in a health and in a general way.

As I said before, most men and boys want their arms powerful looking in preference to any other part or parts of their physiques. There are two reasons for this. One of them is that the arm is the part most likely to be displayed, especially in warm weather when the rolled-up sleeve is a comfort rather than a fashion. Then, too, even in cold weather the arms are the easiest shown to an admiring friend or stranger. Besides, even the most modest do not hesitate to roll up their sleeves, though they might be backward about displaying more of their physiques. I might add, in defense of all physical culturists who possess wonderful development, that you won't as a rule find them backward in this respect. This, while it has the appearance of egotism, is to be greatly desired for there is nothing one can say to the non-physical culturist in trying to win him over to a physical culture life, that will carry the great weight a picture or life-view of a beautifully developed athlete will. If you are the possessor of a good shape and development, do not hide it. In this way you will do a lot of good even though you may never know it.

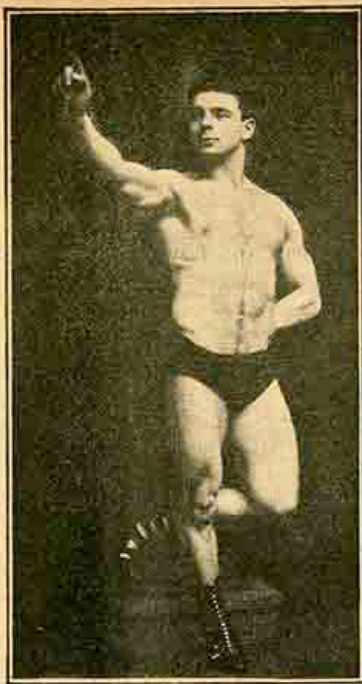
I know of many instances where puny and weak young men, as well as older ones, have been started on a physical culture life just by the inspiration they received from viewing some powerfully built physical culturist on a bathing beach or some similar place. The powerfully-built physical culturist did the good in this case and yet never knew it. Of course, there always will be a few who will say, "Oh, he likes to show his shape." But don't let this kind bother you for such remarks are usually born of jealousy and envy.

The other reason why the arm exercises are usually preferred to waist exercises is because the arm movements do not consume the great amount of energy that these waist exercises do. Arm exercises are preferred also to leg exercises for this very same reason. If you want to prove this, try a strenuous arm exercise and then a strenuous waist or leg exercise and notice the difference. This is caused by the fact that the legs and waist are much larger than the arms and consequently make a greater demand on the internal organs, especially the heart. Far greater quantities of pure blood are pumped to the thighs or waist muscles under exertion than to the arms under the same conditions.

Take the case of a finger exercise. You could move one finger constantly until you could do it no more, and while the muscles and tendons of the fingers would be thoroughly tired, you would not feel completely exhausted as in strenuous or long continued leg and waist exercises. For this reason strenuous leg and body exercises are often only half performed, and more often are not done at all by those who are adverse to expending a little energy. The result is an uneven development and no endurance or pep.

While it is a perfectly natural condition, it has nevertheless always struck me as marvelous how the individual muscles and the entire body in general, acts under exertion and its opposite—ease. It seems to be logical that the person who gets practically no muscular exertion would store up the

(Continued on page 81)



Sigmund Klein

Strength Posing Competition

Send In Your Photos

THE "Strength Posing Competition" is open to all who are interested in typifying the body beautiful in all its artistic expressions of posture. Persons who have previously won a competition in posing are barred from this contest, as well as any teacher of physical culture by mail.

Posing the body is an art, and a subject every body-builder should be familiar with, and expert in knowing how to choose positions that will show the bodily development off to its best advantage in both contour and muscular display.

Many physical culturists believe that they are too thin or too heavily developed to make the posing of their own body successful. That is all wrong, because there are poses to suit every type of physique. All that is needed is a little thought and analysis and patient study before a mirror in order to find out just what angle of the body suits their particular make-up. When they have arrived at a satisfactory pose, constant practice of same should be continued until every line is committed indelibly to the mind.

That is the reason why we specify that each competitor should imitate one particular pose of some familiar athlete with posing ability as one of the two poses to be submitted for this competition.

The second pose should strive for originality. If you have never before seen the particular pose decided on, all the better, as long as it appeals to you as the pose that best displays your own physique.

It Is Free

All contestants must submit two full length poses of themselves. These poses will be exhibited for voting, beginning with the February issue of STRENGTH. Every reader has a vote, and the voting ballot that will be attached in each STRENGTH Magazine must be filled out and sent in stating to whom they declare their ballot.

Any reader or subscriber renewing another year's subscription before the close of the posing competition will be entitled to an extra vote.

Prizes

A beautiful loving cup suitably engraved with the winner's name will be awarded as the first prize, and in

the case where two competitors receive the same amount of votes through the postal ballot, each will receive an exact duplicate of the loving cup offered as first prize.

To all entrants other than the winner, whose poses we publish in the STRENGTH Magazine after the contest has been concluded, one year's subscription to STRENGTH will be given as an appreciation of their efforts, and we expect to publish a lot. So do not hesitate, but send in your poses.

All poses must be in by February 25th, which is the closing date for acceptance of competitor's entrance into this competition.

An announcement will be given well in advance, stating when the last issue of poses will be exhibited, and after all the votes are polled, they will be counted before several notable witnesses, when the highest total of votes to one name shall decide the winner that will be announced in our columns.

You merely send your two poses and the filled out coupon at the foot of this page to "The Editor of Strength Posing Competition," and on receipt of same, we will forward to each entrant the rules to observe with special advice that will help to make his opportunities of winning better.

No information will be supplied where no photos accompany inquiry, or if sent without filled in coupon for entrance into this posing Competition.

Don't Miss This Opportunity. Send in Your Photos

"Strength Posing Competition"

Dear Sir:

Please accept my name as an entrant into the *Strength Posing Competition* which is absolutely free from entrance fee. Enclosed are my two poses.

Name.....

Street.....

Town..... State.....

The Science of Wrestling

By George F. Jowett

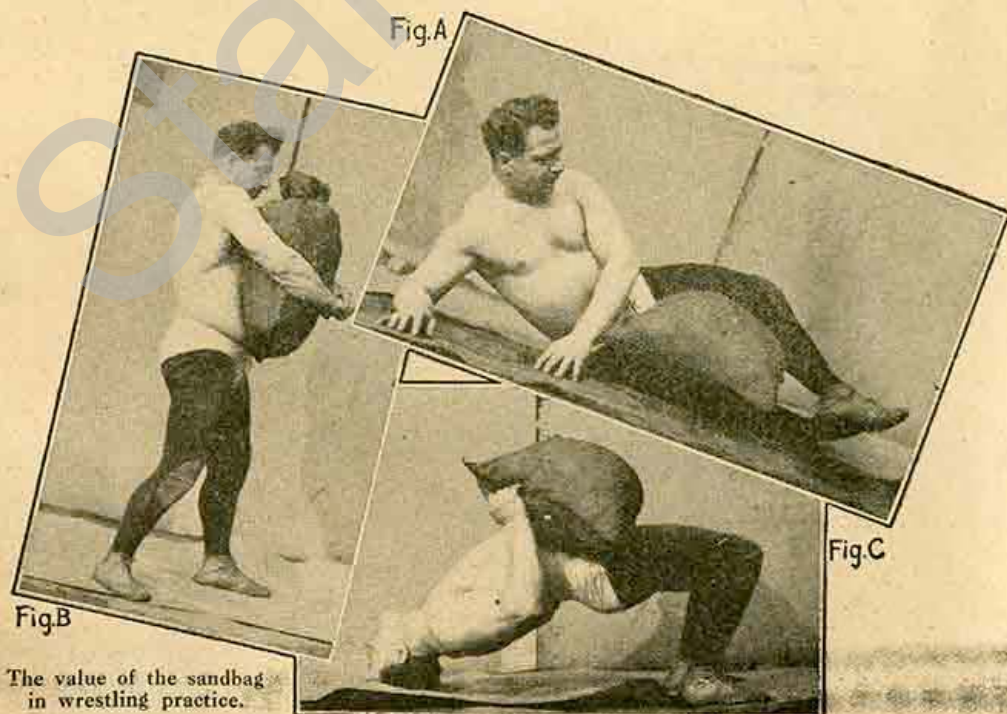
TO readers of STRENGTH Mr. Jowett is better known for his discoveries in physical development and his knowledge of weight lifting than for wrestling. His fame as a wrestler, however, has been widespread and the world championships which he has held, have afforded him the opportunity of mixing with the greatest celebrities of The Mat. In this and several articles to follow, he will give our readers the benefit of his experience along this line.—*The Editor.*

THE history of wrestling dates from the time when man, in his primitive state, stepped forward to assert his right of existence over all existing beings of that time. To grapple with a foe was his first inborn instinct, before he knew the value of a club or stone hammer to subdue an opponent.

The sport of wrestling is exactly as old as the age of mankind, and even in this age of civilization we find the primitive germ of protection still adamant in the average man. A man of today may start out to defend himself with his fists, but the battle invariably winds up with a grappling contest when the inherent form of defense rises above the more recent art of fisticuffs, and he finds himself reliant upon his ability to overcome an opponent by his superior strength and capacity to apply holds and the general twisting and squirming of his body.

Grappling has changed with time from an act of necessity, to popularity solely as a sport, and through its stages of evolution, it has become the most scientific game of all sports. As an all-round body developer it ranks next to barbell practice, and is the best method for stimulating and increasing nervous activity.

In my estimation it is by far the best means of all-round self defense. In order to excel at this sport, a person has to apply intelligence of body as well as of mind.



The value of the sandbag in wrestling practice.

This is brought about by proper training and careful study of the various component parts of this splendid pastime. In the end the muscles and limbs of the body become educated to such an extent that they automatically respond to the various movements of aggression and defense when the wrestler is in action, and become more forcible through the subtle powers of inherent suggestion.

Boxing is a series of blows, counter-blows, blocks and stops in which the boxer accentuates his ability of hitting and stopping by his speed of delivery or parry, coupled with a sound knowledge of ringcraft, but the total number of these is few as compared to the vast accumulation of holds, locks and counter locks that go to make up wrestling ability. The art of boxing can, therefore, be more readily acquired.

Wrestling is a sport that no man ever learns thoroughly. I was a professional wrestler for many years and was usually considered a box of tricks on the mat;

but I was always learning, always meeting some wrestler with a new method of attack or defense, some new hold or tactic in mat craft.

The number of holds are unlimited. True, there is a certain number commonly used, but the clever grappler must always have something new, something that will baffle the op-

ponent who thinks he has the "low down" (as wrestlers say) on you. The wrestler is compelled, in order to succeed, to be as proficient as possible in every angle of this game.

The wrestler must be able to use his legs at least equally as well as he manipulates his arms, and the more able he is with his legs, the better; for the powers of leverage here are much greater than in the arms. He must learn to feel as much at home on his head as on his feet; and for this reason considerable attention must be given to the development of the neck muscles.

The neck is a wrestler's best and last means of defense. When he cannot break from the hold, and he feels his shoulders slowly but surely being forced to the mat, he makes a "bridge" that generally staves off defeat and often causes the opponent to change his hold, thus opening for the defender the desired opportunity to break away by what is known as a "head spin," or by a "back head flop." Both require a strong, able neck and prove, by demonstration, that the neck is the most potential defensive factor of all, for which reason all wrestlers have powerfully formed necks.

The first subject to consider is your all-round physical development. Build up the parts of your body that

you know are below the standard called for by wrestling, and specialize upon the neck and leg development as the most potential parts of the body required for effective defense and aggression. Do not rely upon your competitive work to accentuate this development for that would be entirely wrong, as you have to be properly armed with these efficiencies before meeting an opponent, and cannot successfully resort to eleventh hour reliance. The rest of your body requires considerable attention also, but all the time during training and in actual contest that does not always call for leg and neck action, your body and arms secure lots of work. Therefore you should specialize on these otherwise inclined-to-be-neglected parts. Then they are always ready when you need them. After this has been accomplished to a satisfactory degree, you are ready to take up a wrestler's training.

Most novices start right into learning holds, completely ignoring the subjects of development, training and matcraft. They put the cart before the horse. I cannot emphasize too plainly that all the wrestling science possible is of little avail unless you are first and last a master of matcraft.

This subject has never been effectively treated; which may be one reason why novices overlook this very important part of wrestling practice. Matcraft in wrestling is ringcraft in boxing. Many a boxer lacking the finer scientific art of at-



Fig.D

The seat spin (above) and (below) its progression.

Fig.F

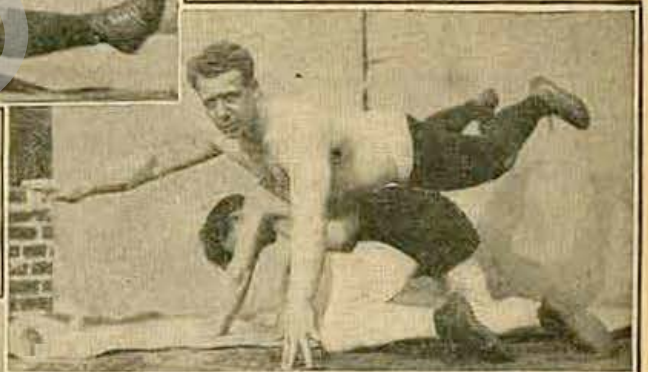


Fig.H

The body whirl (above), a spectacular and baffling form of defense and attack in Matcraft. The bow hold (below) is one of the most cruel holds in wrestling.

Fig.I

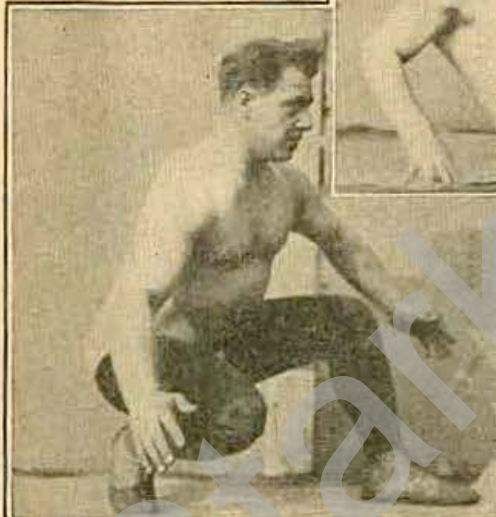
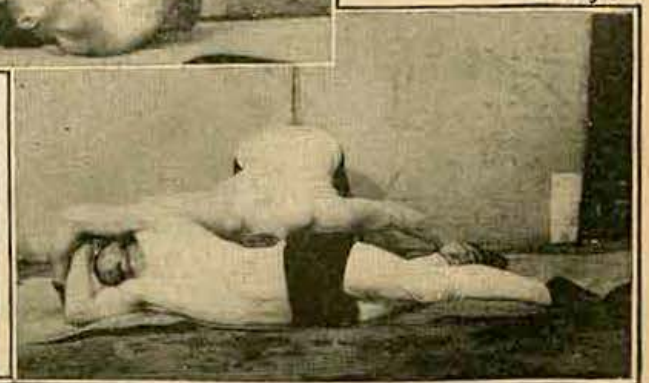
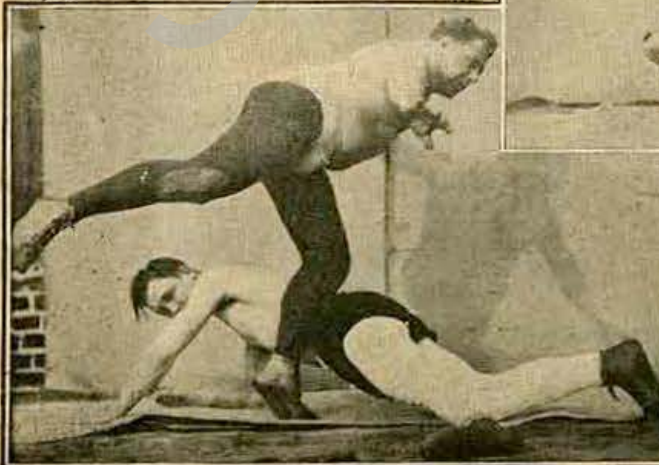


Fig.E

Two clever forms of protection in attack and defense.

Fig.G



tack or defense of his opponent, has won simply because he happened to be a better ring tactician, and the same thing can be brought about in wrestling.

Matcraft can be understood in the same way as "fooling" an opponent. You simply adopt misleading tactics that draw your opponent out, or confuse him at the psychological moment, preventing him from carrying into action a set purpose. That often has a demoralizing effect upon himself, and places him in a certain position where you can pull off some particular coup.

Matcraft becomes the first essential in a wrestler's education. I will treat of it first, along with the practical methods to adopt in conditioning for wrestling, both of which go hand in hand after securing a well balanced development.

The would-be wrestler should always include skipping the rope or road work in his training program, and commence on the mat with about ten minutes of fast shadow wrestling as a "warmer-up." Other values in this practice are that you acquire wrestling speed and become both your own attacker and defender, that it teaches you to think and act fast, and makes your knowledge of holds, locks and breaks more fundamental and intuitive.

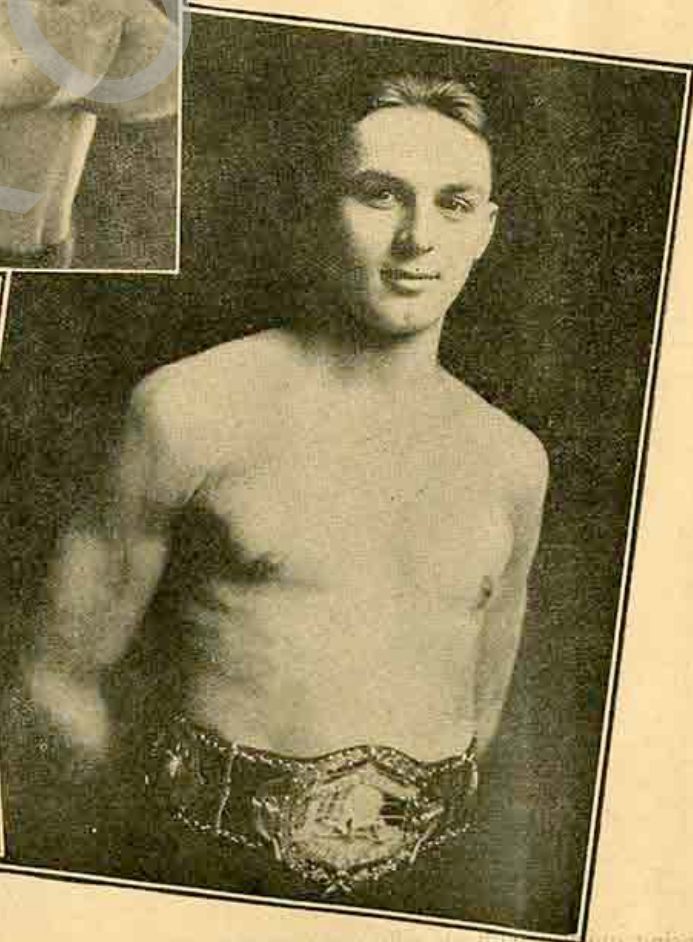
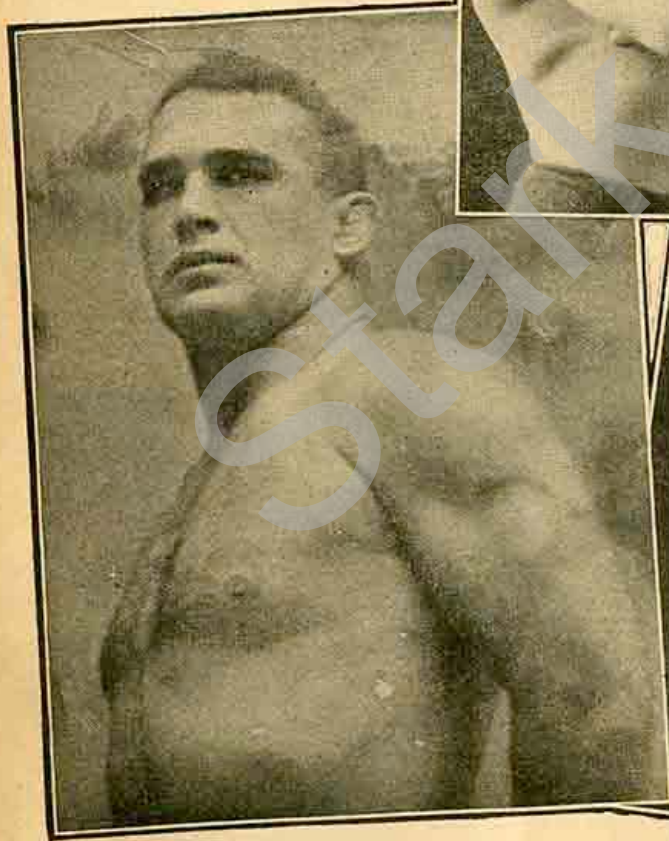
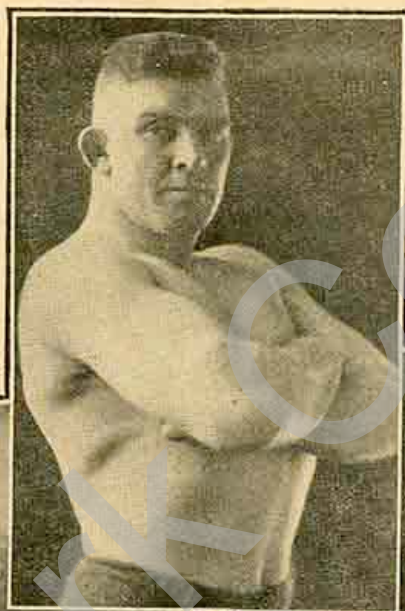
For instance, suppose you apply a head lock on your imaginary opponent. You visualize his break, and immediately counter the imagined break by another hold, and so on until you

develop the habit of anticipating the next move of your opponent. That, in the end, will cause you to study your holds more effectively in order to throw an opponent by making his ability to "break" less possible.

Head locks are the most popular today, every wrestler following the fashion as exemplified by the recognized champion Lewis, who has secured most of his victories by this pet punishing hold of his; but it requires power to make this hold effective. This power lies in the strength of the arms, shoulders and pectoral, or breast muscles, particularly the latter, for if you lack the "hugging" force, arms and shoulders will lack co-operation. The pectoral muscles are invariably well developed on all wrestlers; but on one who specializes on head locks, the muscular pronouncement is much greater. Lewis has enormous pectoral development, and this muscular development was brought about by the method he used and still uses in his training to perfect his head locks.

He has a piece of wood shaped exactly like a head.

This is split in two pieces down the center from back to front and fastened together by a number of powerful springs that hold the head pieces about three inches apart. Lewis endeavors to crush the springs together as much as he possibly can, and while holding with all his might, he struggles on the mat in an imaginary contest. This is a practice of the famous Canadian heavyweight wrestler, George Walker, who also specializes on head



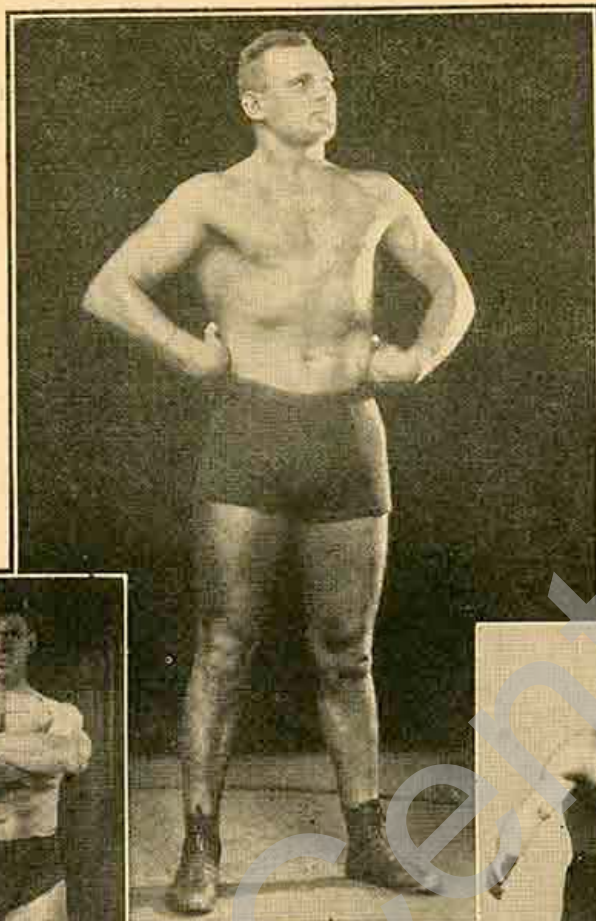
Strangler Lewis, the present world's champion and George Walker (above), the *Canadian Panther*, two of the greatest exponents of the headlock. Joe Stecher (at the right) ex-world's champion, is one of the cleverest at the scissors hold.

locks, and is a method of practice I recommend to all who study the art of wrestling.

When Joe Stecher was champion, the "scissor holds" were most popular because of the proficiency of this fine grappler in that style. It did not matter whether it was the head, legs, arms or body that Stecher inveigled with his long, effective legs, the opponent had very slim chance of breaking away once Stecher had them properly applied. Perhaps the big Chicago German, Hans Sheinik, is the best scissors man now in the game, for he has been known to crush in the ribs of his unfortunate opponents. This particular hold still can be ranked as holding second pride of place in wrestling sportdom, and is a study to which any novice can apply himself with an assurance of greater success and less physical exhaustion than he would have to contend with in applying head locks.

It is as impossible to secure a wrestling partner who will stand for severe scissors pressure in training, as it is for applying head locks, for no wrestler desires to invite unnecessary punishment. Therefore artificial methods must again be resorted to, and nothing equals the old bag of sand. Many a time I have applied the leg pressure on the sand bag so fiercely that the bag was burst at the end, particularly when I visualized it was some opponent I was about to break down. There is no better man at this practice than my old friend, Joe Urlacher, a man with wonderful legs, who only practiced this game for sport, but who was very formidable with the scissors.

When a wrestler secures his leg grip around the sand bag, he must roll around the mat in all positions, alternately relaxing and tightening the pressure. Never make the mistake of gripping the bag with all your power continuously, for it will get you in the habit of that practice, and your power will not carry as much resistance as is gotten by slightly relaxing at periods, and tensing quickly with all your leg-crushing might. The latter method is much more weakening upon an opponent, driving the breath out of the body and breaking



Lepannin (above), the cleverest Finnish wrestler and Joe Urlacher (at the left). Both men were great exponents of the scissors hold.

Carl Van Wurden (at the right), the speedy Canadian, made spectacular the body whirl.

down his defensive resistance.

Do not merely roll upon the mat, gripping the sand bag; but lay on your back and lift the bag up in the legs, and endeavor to stand on the shoulders. Go right over backwards, and learn to maintain this gruelling hold from all angles.

These two practices can be developed more effectively from these methods than by practicing upon your partner. You intensify your powers this way, and perfect them when practicing in wrestling training, where you develop the polish and style.

Your next study is the development of the neck for its defensive contingencies; which is by far your greatest asset in staving off defeat, as I have previously mentioned, and considerable attention must be given to this potential member of the body. The neck responds quickly to training, and being the seat of nervous activity it creates tremendous dynamic force.

Before you start on the fancy

stunts like head spinning (that looking so spectacular always has the first appeal to the novice), let me advise you to strengthen your neck by using a bar-bell with a poundage you can easily handle. Raise it to arms' length overhead while assuming the wrestlers' bridge and, by neck-strength only, raise yourself from the shoulders up onto the crown of your head several times, and while holding this position, still holding the bar-bell at arms' length, roll the head from side to side.

The Scandinavian wrestlers are adepts at neck work, and supply the greatest neck resistance in actual contests of any nationality I have ever seen. I have seen wrestlers, failing to break the Scandinavian's bridge down, pick them bodily off the ground, and by hurling them to the mat with all their force and bodyweight combined, fail to break the bridge into which the Swede, Dane or Finn would immediately fall. This takes neck power, but they have it and I can pick them out every time. I have seen Lepannin, the splendid Finnish wrestler now in this country, wear his opponents out by his effective neck defense, that being his bulwark of resistance. Freberg, the Swedish (Continued on page 77)

Are You One of Those Who Will *Die* of Pneumonia?

One Out of Every Twelve is a Victim
—It is the Most Treacherous of All Dis-
eases to Cure and the Easiest to Prevent

By Gary M. Henderson, M.D.

DURING the year of 1925 one person out of every twelve who dies will be a victim of pneumonia. Figures of that kind speak for themselves. But it must be added that the majority of those who succumb to this disease which takes such a tremendous toll of human life are and will be men unless the men learn a lesson from womankind. The death rate from pneumonia could be cut very greatly if men would follow the example of women and accept their advice, in some ways at least.

We may ridicule the way of women's dress, insist that it is all wrong, may poke fun at the idea that women do not dress seasonably and all that, but the fact remains that we are all wrong in this. The majority of women do dress seasonably, they do take precautions and they do automatically build up bodies that are more hardy than the average man's, at least so far as resistance to such ailments as colds and pneumonias are concerned.

In taking up the subject of colds and pneumonias this is perhaps the most important point to bring out at the beginning. There is one real way to avoid colds and the ordinary pneumonias which are bronchial and lobar pneumonia. Medical science is deeply involved in research work with serums and in certain types of colds we know that serums are effective as preventatives but they are not the answer. To avoid contracting colds and the ordinary pneumonias there is just one thing to do; that is deliberately build up the bodily resistance so that you will not contract them. And it is easily done.

There may be those who will disagree with the idea that women's bodies are built up so that they are hardier so far as resistance to colds and pneumonias than men's. They may ask how it can be. The answer is the way of women's dress—that very thing which we ridicule in the "flapper." Perhaps she doesn't dress that way with any idea of health in mind. The fact remains that it gets results just the same.

Let us see what that mode of dress of the "flapper" and the woman does.

When it rains or it is cold she wears the rubbers or galoshes which man despises so. She carries an umbrella.

In the summer her garments are so made that they are open at the throat and down over the chest. Man wears a close fitting collar. The sun rarely gets a chance to shine on his chest or on the back of his neck or that region above and between the shoulder blades. The air does not reach it freely. The skin is tender there. You may argue that woman's skin is tender there, too. Yes, but at least it is hardened to a certain contact with the air.

When autumn arrives her throat is still open, in slightly less degree, perhaps, the air still comes in contact with her chest.

Throughout the year her garments are more loose than those of men. There is better air circulation. The beneficial rays of the sun do get through her shirtwaist or light dress in summer. They do not get through man's cloth coat.

At the advent of winter the upper part of the average woman's body is still more loosely garbed, her clothing is still more open than that of man. It accustoms itself to the changes of temperature, is "hardened" and tempered to withstand the elements. Her body is allowed to change after a fashion is developed to meet the changing conditions. Man puts on his heavy overcoat, and depends on it and perhaps adds heavy underwear. His body is not developed with the changing seasons. It lacks the resistance of woman's for that reason. As a result when an extremely severe spell comes and his heavy garments cannot thoroughly protect him he becomes chilled more easily, he is more susceptible by far.

And he will not wear rubbers or galoshes.

Too much cannot be said on this point. The feet are the most vulnerable point. Keep the feet dry if you would avoid cold. That is the first rule which absolutely must be adhered to. Right there you have the answer to why so many strong men suffer from colds while so many puny little slips of women seem to be immune and why when women do get colds they do not get such severe ones.

Medical men are frequently asked for further explanations on this by those who believe that women have smaller lungs and that they are placed higher in the body than those of men. The answer is that women do not

have smaller lungs except in so far as they themselves are smaller. The normal woman five feet six inches tall has as large lungs as the normal man five feet six inches tall, proportionately. And their position in the body is the same, that is, in normal persons. Of course, this does not take into consideration the athlete or the man who because of abnormal work has developed larger lungs.

That very topic brings in another which medical men are also frequently asked by those who point out their belief that the proportion of athletes who die of pneumonia is greater than among ordinary folks.

It is true that frequently great athletes succumb easily to pneumonia but it is in a large measure their own fault that such is the case. Also it seems that more of them do succumb to this disease than is really the case. When an athlete dies of pneumonia you hear about it. It attracts publicity and the proportion seems higher than it really is. They are the very ones who should not be subject to such ailments. Their bodies should be far more resistant than the ordinary man's. But in almost every case where an athlete dies of pneumonia you will find that he is one who has retired from active athletics. The explanation of it is that his heart has been "worn out" and gives way under the terrific strain which pneumonia imposes.

This should not be taken as an attack on athletics. It most certainly is not. It is a mere calling attention to the fact that the athlete so often leaves himself wide open to the attack when it comes. Throughout his athletic career he has been building up his heart along with his other muscles to withstand the strain of competition. When his career in athletics ends he does not take his heart into account. It has been enlarged to meet the demands placed upon it. To assure himself of a strong, healthy heart he should not quit suddenly. He should continue very definite exercises aimed at a gradual toning down of the heart over perhaps a period of years. In that way he could finally bring the heart back almost to its normal, healthy state. But how often does he do it? He quits the athletic field with an overdeveloped heart, one that is "worn out," too large and that very often weakens fast.

There is no disease that puts so tremendous a strain upon the heart as pneumonia. When such a "worn out" heart is called upon to fight its way through pneumonia it simply collapses and the papers call attention in headlines to the fact that another athlete died of pneumonia. With a strong, healthy heart that had been toned to meet the new conditions of life after intense athletic days were over, your athlete would have been more fitted to resist the ravages of pneumonia than the ordinary man.

But this has taken us away

from the main thread. To discuss colds and pneumonia it would be better to go into a more thorough understanding of them.

There are seven types of germs which cause colds. They are the pneumococcus, the streptococcus, the staphylococcus, the staphylococcus aureus, the staphylococcus albus, the influenza bacillus and the micrococcus of catarrh.

There are various kinds of pneumonias such as typhoid-pneumonia, for instance, pneumonias that develop after operations in which anesthetics are used, pneumonias that come after what are called mechanical injuries, and others. However, we are not concerned with these in this article. They are not the frequent nor the usual pneumonias.

Bronchial and lobar pneumonias are the ones that we are mainly concerned with. Apparently they come from nowhere and for no reason. Almost always pneumonia of no matter what kind is secondary to something else. No man can lay down a strict rule and tell you to do this or that, or avoid doing this or that and you will be safe from pneumonia, but we do know that we can tell you how to put your body into such condition that you are almost immune to pneumonia, and when you recall that pneumonia is about forty per cent. fatal it seems well worth while to follow that advice.

In addition to what has been said earlier in this article about the matter of hardening the body and protecting it by method of dress, stress should be laid on dressing in clothes that are loose but warm in winter. And it should be remembered that the weight of the garment may have little to do with its warmth. Because you see a woman well bundled in a big coat does not necessarily mean that she is overdressed. She may have on comparatively little beneath that coat. So much for clothes. They are important but not the most important thing.

It is in building up the bodily resistance that the big step can be taken to avoid colds and pneumonias.

The first rule you should apply in this campaign to make yourself safe from colds and pneumonia applies to food. There is no need for going into elaborate detail on the matter of diet. A few simple ideas will suffice.

You should have plenty of wholesome, nourishing food at definite intervals, the average person requiring three meals each day.

The balancing of the types of food should be according to the amount of mental or physical work done. Avoid the fancy foods and desserts and make sure that your meals contain the plain and rather bulky foods such as fresh vegetables, to overcome constipation. This applies especially to those of sedentary habits or occupations. Meat is greatly overdone by Americans and we do not eat nearly enough of such foods as carrots, string beans, spinach, chard, turnips and salads. Put the fried

(Continued on page 90)

Do Women Dress More Sensibly Than Men?

THE discovery that men are more often victims of pneumonia than women, has caused considerable controversy. Subject to the same climatic conditions and environment, the one seems more susceptible to colds than the other. The question, therefore, would seem to be a matter of dressing.

Dr. Henderson says they dress more sensibly, that is to say, more seasonably than men. In the summer, while men swelter in high collars, they wear their dresses low in front, and in the fall, with their necks still low, their garments loose and airy, they give their bodies a chance to accustom themselves to the change in temperature. And in the last few years they have adopted the most sensible custom of the age—that of wearing galoshes in stormy weather.

For all their ridicule of the fads and styles of women, men might possibly learn something about dressing from their wives and sisters.—*The Editor.*

Our Girls' Circle

Conducted by

Marjorie Heathcote

Beginning with the February issue of *STRENGTH* we will publish photographs and measurements of our women readers sent in for our *Gallery of Well Formed Women*, ranging in height from 4 feet 11 inches to 5 feet 10 inches. To every girl whose photo we find good enough to publish will be given a silver pin and to the twelve winners a gold pin appropriate to the occasion. We will notify our readers in advance of the closing of the Contest.

WE have just been thinking about a number of girls who do not belong to our Circle and in particular, we were thinking of Mary. Mary is an office worker with whom we are well acquainted. She is a very pretty girl; that is to say, she is very pretty when she looks her best. But we are afraid she looks her best only when she is out for the evening with plenty of cosmetics and a very gentle light. During the day Mary looks terribly tired. She has dark circles under her otherwise pretty eyes and the faintest suggestion of fatigue around lips that should still be very young.

All day long Mary sits in front of a big desk and exercises her fingers. And that is not all she exercises. She is a very clever girl and has acquired a great deal of knowledge for her twenty years. So whether she is typing steadily or running around the office with a pencil resting on her ear (for Mary's hair is bobbed and she has nowhere else to fasten it), she is always on the alert and constantly improving—mentally.

When the day is over she is usually pretty tired and it's always a question with her as to whether she will go to that dance or not. But finally she succumbs, and it is the wee, small hours before she finally climbs into bed. In the morning she wakes with the same old tired feeling that she must always throw off and get down to business. Day in, day out, it's

always just the same old tired feeling with Mary.

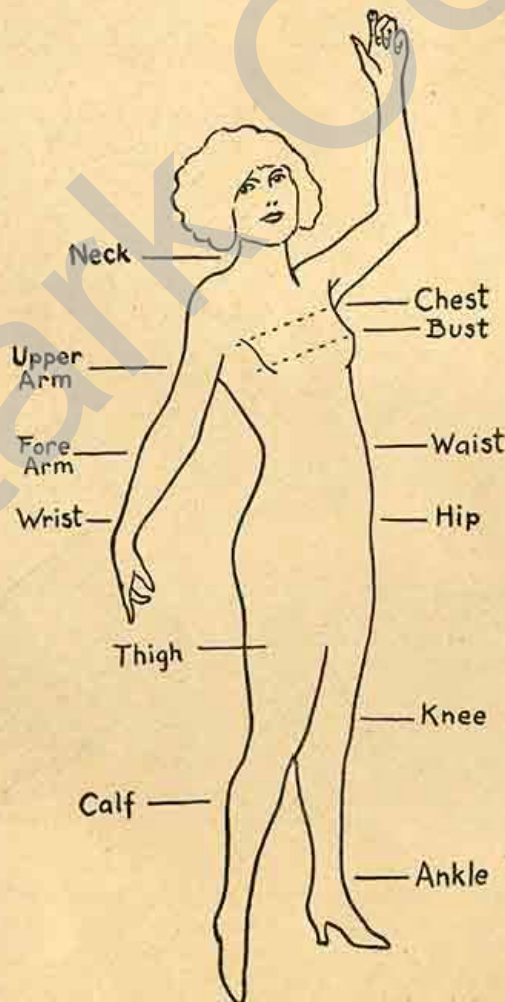
Now this particular case would not be nearly so interesting nor so pitiful if there were not so many Marys. But there are ever so many of them, in fact

we believe most of our present day girls belong to her class. She is very clever, we admit, but she is building a future on a very weak foundation. She is reaching out for life without first assuring herself of its greatest asset—*Health*.

It would be so easy for Mary to acquire health if she would learn a few simple facts about it. It would be so simple a task for her to cast off that tired feeling for good and all if she would learn something about proper eating and exercising and resting. But there she goes from day to day eating up all the precious energy which she should be storing away in reserve.

Mary is dreaming of having a home of her own, a nice, little house in the suburbs with a front lawn and a nursery. But she doesn't seem to realize that she is endangering every one of her precious dreams by the way she is living. If she keeps on like that, —well, we hope she will never meet with a situation that calls for the reserve she does not possess. She may get by as so many others have gotten by, drifting into a listless middle age, either too fat or too thin, nervous, irritable and discontent.

It is queer the difference in the attitude of women and men to—



Where to take your measurements

ward physical culture. Show a man a perfect specimen of manhood and he will instantly ask "how he got that way;" but show a woman a beautifully formed specimen and she will generously admire her and then proceed to forget all about it. It is hard to make them understand that one's physical condition does not stand still, that if it is not improving it is going backward. And it is still harder to make them realize the sacred charge that rests with them, that the future American families revolve around them—the American girls of today.

We are going to make another effort to interest Mary. We are hoping that now with the New Year coming in and everybody making resolutions, she will be inspired to enroll with us and work for her physical betterment. We are going to ask her again if she doesn't want to put some foundation under those dreams of hers and learn how to keep fit, today, tomorrow and always. We are going to guarantee her that by 1926 she will have roses in her cheeks, bright eyes, a more cheerful mental attitude and a sense of satisfaction with 1925.

If you are a Mary, let us help you!

Reducing That Flesh

Dear Miss Heathcote:

I have lately become interested in your magazine and have been wondering if you could help me. I am very much overweight. I am five feet two inches in height and weigh 217 pounds. I have never done anything to reduce, but feel that it has now become a necessity and would greatly appreciate your advice.

Very truly yours,
(Mrs.) W. C. L.

Philadelphia, Pa.

Before you begin reducing you must realize that it is not going to be an easy task. You will need perseverance and lots of it. It is pretty safe to guess that you did not acquire your 217 pounds, nor even a large part of it, in the last three or four years. You have probably been getting overweight slowly but surely for a long time, and you must be content to reduce at an average rate. No greater mistake can be made than making a des-

perate effort to get thin in a month or so after you have been years accumulating the excess flesh.

There is only one way to *safely* reduce flesh, namely, by diet and exercise. Diet can be overestimated, as sometimes there is one particular food which the overweight person is eating, that is keeping her overweight, and what she really needs is a competent specialist to tell her what to eliminate. Of course there are a few general facts that everyone knows, or should know, about proper and improper eating.

One of them is that the stout person should eliminate all pastries. Don't eat too many potatoes, nor custards, nor bananas, nor meats. We would advise you not to eat white bread, nor fried or greasy foods. Eat plenty of vegetables and fruits, and drink plenty of water (not at your meals but between them). Avoid drinking at your meals, and be careful not to eat between meals, nor to take the least bit extra at them. You will have to cultivate a very strong will power if you expect to lose much weight.

Then you must be willing to work. You must use judgment in your exercising and not do it in a haphazard way. At first you may be able to repeat a movement only a few times and you can make up for that by exercising three or four times daily.

First of all, try leg swinging. Holding on to something for support with the left arm, swing the right leg as high forward and as high backward as you can. Make the movement vigorous, and hold the leg straight. On the back swing you may have to bend it a little, but in either case hold it as firm as possible, and aim with each successive swing to raise it a little higher. Then try raising the legs sideways, still holding them stiff. When the right leg has tired, reverse your position and swing the left leg. These exercises will reduce the flesh around your hips and abdomen.

Next you can try lying flat on the back and raising the legs as high as you can,
(Continued on page 78)



Keystone View Co.

Dorothy Knapp, the "American Venus," was classed as the most nearly perfectly formed woman in America in the Physical Culture Show at Madison Square Garden. Swimming and dancing have been her hobby. Don't you agree with us, girls, that even more attractive than the perfect symmetry she has obtained, is the splendid health and enthusiasm which is depicted here and which has made her Captain of the Ziegfeld Follies' Swimming Team?



The DINNER TABLE

— Conducted by Jane Randolph

Rules for Cooking the Potato.

1. The best potato is the baked potato. Cook it in a hot oven, remove it immediately when done and break the skin to let the steam escape.
2. Whatever else you do with a potato, don't peel it before cooking it. The skins can be removed afterward.
3. After steaming or boiling the potato, slightly break the skin and shake it in the open air. This will make it mealy inside.
4. Select mature potatoes. New potatoes and those which have sprouted contain large amounts of solanin which is a poison.
5. For roughage as well as fine flavor, use at least a part of the skin.

THE potato is one of the cheapest foods that you can buy; if it is cooked right, it becomes one of the most valuable. It is cheap because it is a true natural food which Nature has provided in such abundance that anyone who has the price of a meal at all can have it every day. It is valuable because it is packed full of nourishing, easily assimilated food substances. It is a matter of common knowledge that a large portion of its bulk is made up of starch and it therefore ranks high as a carbohydrate, the heat and energy producing food. But it is not so generally known that it also contains a peculiarly easily digested form of protein, or that it is rich in mineral salts, vitamins and cellulose; that is, if it is properly cooked.

But its very abundance has made us careless about using it. I believe I can safely say that never was a food more abused in the cooking than this same homely, every-day potato. Cauliflower, brussels sprouts, asparagus tips, which are costly and not always in season, are invariably treated with respect. Like the Prodigal Son, their appearance is the signal for feasting and thanksgiving. But potatoes we have with us always. For them any old kind of cooking will do. If we are in a hurry we fry them. If we have a little more time, we boil them. And if it is to be a good dinner, we peel off all the cellulose, boil out the mineral salts, protein and vitamins and mash up the starch which is about all there is left of the original potato.

Naturally the poor thing doesn't taste like much of anything at all. So, having robbed him of his natural flavors along with much of his food value, we proceed to season him up again to make him presentable. Salt, pepper, butter, hot milk and a good beating make him look a trifle pale, 'tis true—in fact, more like a snow drift than a potato—but at least he is dressed up for the occasion and is able to masquerade as proper food to be placed on the family dinner table in the form of "delicious mashed potatoes."

This ridiculous and painstaking process of extracting one set of perfectly good food substances and replacing them with hard work and other substances some of which are food and some of which are not, reminds me of a certain suffragette of twenty years ago. In advance of her time, she complained that she could see no Earthly reason for taking a perfectly good piece of cloth and cutting it up into bias ruffles and big sleeves and then sewing them all back together again into a ridiculous and uncomfortable garment when it would be so much easier to drape the whole piece about the body and let it go at that.

The modern woman with her one-piece frock has improved in the matter of clothing, why not apply the same lesson to the preparation of food? Why not save oneself as well as the potato by merely leaving it alone, requiring only that it be clean, and baking it and eating it immediately? It would be so much less trouble and taste so much better, so much more like a potato.

Why not? Well, there is a reason and it is a good one, too. I find among my letters a number something like this:

Dear Miss Randolph:

My family get tired of having plain baked potatoes. Will you please tell me if there is any other way to cook them and at the same time preserve their food value? I should greatly appreciate any recipes you may happen to have.

Sincerely yours,

Ellen H.

I shall have to tell you how I first learned to do something right with potatoes besides bake them. I was visiting a friend and arriving home late one evening, she and I were much surprised to find that her husband had stolen a march on us and had dinner all ready. In the best of spirits we sat down to eat—and then I tasted the potatoes. When I looked at them a second time, they looked queer—I opened my mouth to say something and then I shut it tight. For who would look a gift horse in the

face, especially if it happened to be a ready cooked dinner. And then I saw Helen taste the potatoes, open her mouth to say something, and then she shut it tight. In a few minutes she casually inquired:

"Alec, how did you fix the potatoes? They are so good."

"Just cut them up and made cream sauce for them like you do. Isn't that right?"

"Why yes, but what makes them look so brown in places? They don't taste burned."

"No, they aren't burned, that's the skins."

"Why, Alec, did you cream them without taking off the skin?"

"Yes, isn't that the way you do them? Isn't that all right?"

Helen again opened her mouth to say something and again she shut it tight. And then, after a full breath, she said very quietly:

"Why no, I never did, but they do taste awfully good."

And that is just what they did, they tasted awfully good, although I don't believe either Helen or I had the sense to fix them that way again very soon. It simply wasn't done and we couldn't conceive of doing it.

But later when I learned more about food, I found that there were a number of attractive ways to serve potatoes that had been properly cooked. By properly cooked, I mean either baked or steamed in their skins. The steaming can be accomplished with an ordinary saucepan by cooking the potatoes in just enough water

to keep them from burning and tightly covered to hold the steam in.

But here is a picture of the way I steam potatoes. You could use your steam canner if you have one, but I find this little steamer the most convenient when I don't have a great quantity of food to cook.

It consists of two pans, one bottom pan to hold plain water or food to be cooked, and one pan to serve as a cover, but which can be used as a saucepan as well. And then there is a perforated rack to go between which is to hold the food to be steamed. Water or some juicy vegetable or even a small roast of beef can be placed in the bottom pan. As it cooks it will form steam that will distribute through the entire cooker and cook everything inside it, if it be tightly covered with the pan provided for that purpose. Potatoes, placed on the rack, will cook thoroughly without coming in contact with the water at all and will come out tender and mealy in from three-quarters of an hour to an hour according to size.

When done they ought to be taken out of the steamer immediately and shaken in the open air to let the steam escape as rapidly as possible. It is a good idea to help matters along by slightly breaking the skins. This leaves the potatoes mealy, just as though they had been well baked. Never leave them to simmer after they are done, or tightly covered in order to keep them warm, for then the steam saturates them and leaves them soggy.

They could be served immediately and the family would hardly be able to tell them from real baked potatoes. But it is nicer to dress them up a bit. They can be peeled while hot, sprinkled with salt and paprika and butter and served so if you like. Or they can be sliced and scalloped in the oven with cream sauce made with whole wheat flour. Let them brown well on top and they will look and taste delicious. Or they can be made into "Creamed Potatoes" by dicing them and pouring over them the same sauce that is used for scalloped potatoes.

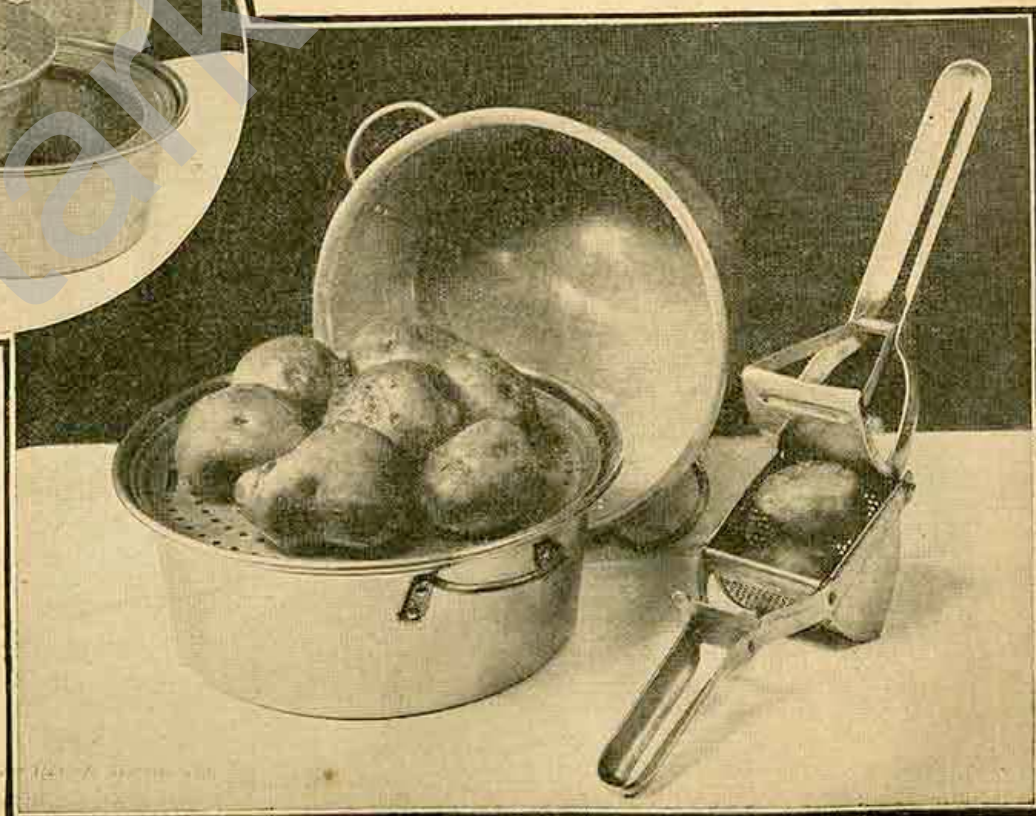
(Continued on page 91)



Photos by W. H. Trippe

Here is a steamer that serves several purposes. The steam rises through the small holes in the ring and circulates over the top as well as the bottom of the food so that the cooking is accomplished in less time than with the usual steamer, in which only half the food utensil comes in contact with the heat.

In this steamer potatoes can be cooked in their skins, which will slip off easily when the potatoes are put through the ricer.



THE MAT

Analytical Comment on Subjects Connected with Body-building,
Muscular Development, etc.

Conducted by George F. Jowett

Strengthening the Grip

NOW that we have added two new features to the magazine this month, The Posing Competition and the affairs of the American Continental Weight Lifters' Association, we should be supplied with an abundance of good photos to pick from future issues of *The Mat*, along with all that comes in from other readers of *STRENGTH* and *Milo* pupils. This will be the means of elevating the quality of the general physical standard which has heretofore existed amongst body-building enthusiasts, who like to pose or keep a photographic history of their own physical progress.

Among business men there is a saying that goes,—“Competition is the life of trade,” and there is another that answers it,—“Competition kills.” Well, maybe it does; but that condition does not exist among body-builders, for such competition as does subsist, is generally founded on a sporting basis and becomes creative. It increases the enthusiasm to duplicate and exceed, and whilst striving to this end a foundation of health and bodily strength is built that has a lasting value upon your life and environment. Therefore, I am hoping that you will all get busy and compete in the competition, and join the A.C.W.L.A., or send in your photograph along with your measurements and experiences. You never can tell what the story of your picture will mean to some struggling body culturist, or how some experience fought in your battle for health and strength, with success, will be the means of helping the other fellow off the rocks and giving him a hoist up to the peak of physical perfection. So don't be backward, boys. Just write in and tell me all you have on your mind, also what kind of stunts you like best, and let us see how they compare with others. Perhaps you have some contentions that you have never seen explained satisfactorily, and maybe you have some good ideas of your own. Now is the time to step on the mat and thrash them out. That is how we all learn,—by exchanging our ideas and analyzing them. No one man ever knew it all or ever will. So do not think because you have no championship handles to your name or have not been an advocate of body-building principles for ten or fifteen years, that you

are not eligible to talk. We often learn some valuable thoughts from beginners as well as from the old timers. Always try to remember that we like photographs, and don't forget to send yours in. Each month we shall endeavor to produce some of the best that we receive from you.

This month I am going to talk about a strong grip and show you the best way to develop one. I have had a lot of letters in the past from all kinds of people complaining about the poor grip they have, and asking me to write them just how they will go about increasing their gripping power; so I decided that this issue of *The Mat* would take up that subject. I don't want you to go out after you have acquired a higher degree of grip, and try to crush everybody's hands to a pulp when you come into contact with them by shaking hands. That is not nice, but it really is nice to know you have a grip that can equal and resist the pressure of others, and return the clasp that speaks so much of heartiness. It is of value to have such



The upper left-hand photo shows the starting position of an exercise for strengthening the grip, as described by Mr Jowett. Twisting the hand at the wrist, you rotate the bar so that it makes a circle and “pulls” your wrist to the limit, as shown in the second photo. The weight can be gradually increased.

Mr. Jowett's powerful forearm is shown in the upper right hand photo and below it a close-up that gives you an idea of the strength of the ligaments. Not many athletes can boast a grip as vigorous as his own.

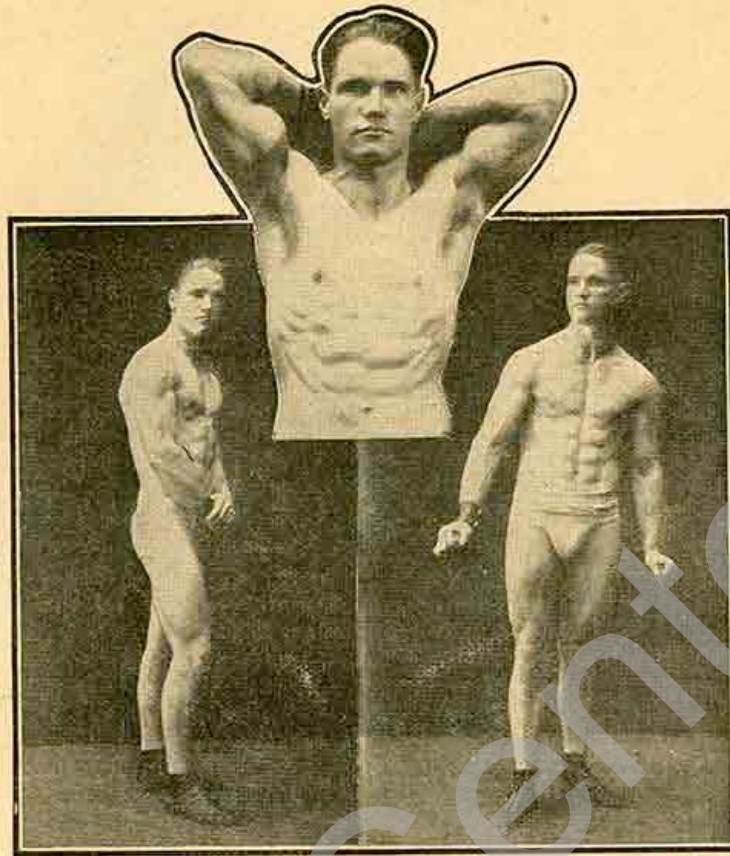
a grip, for many people judge a person by the quality of the hand-clasp, and speak of him accordingly. I knew two ministers, both men of size and appearance,—but how different they were in character and bearing! The one would stick his hand in yours just as though it were a pump-handle to jerk up and down, and his hand would feel as limp and lifeless as a rag. That was always repulsive to me, but the other fellow, Oh Boy! he could hand you a smile and a grip that made you feel happy all over. I remember after he had left my locality a few years before, he came back on a visit and spied me on the street. He let out a shout and as our hands clasped in greeting, he turned to his friends and said, "Here is one man I love to shake hands with. He has a grip that is as strong as a lion." And his grip was as true as the charm of his smile. It made you feel you had met a man.

You would be surprised if you knew how many wrestlers and weight lifters are failures because of their poor hand gripping qualities. It truly is distressing when you know that you have the muscular power to apply a hold, but that your grip is not sufficient to make it effective, or to feel you are able to handle a certain heavy weight, but as soon as you try to pick it up, the grip of your hands cannot control the weight, and it pulls away from them. I have seen many a wrestler and weight lifter exhaust himself while his grip failed to hang on.

It is a very essential factor and yet is very often the case that it is the weakest link in your physical make up.

A well known wrestler was once discussing the question of gripping with me, and he explained that if he could work into a good hand grip, it was not so bad with him. It was his one weakness. But in wrestling you don't get much chance to work for a good hand grip for the operation is too slow, and your opponent is too fast, and a quick strong grip is absolutely essential. Anyway, I explained to him my favorite practice for developing the grip, and he developed so rapidly under its practice that in a few weeks he wrote to me all enthused by the benefits he had acquired. The exercise is done by practicing the following instructions:

You take a plain bar of iron or steel, or a pipe bar with discs enough on it to weigh about 15 pounds. (I would not advise you to use any heavier weight than this to start.) Grip the bar in the center with one hand,



Marquis Losey, an enthusiastic body-culturist, who has had great success so far and is still working hard for a better physique.

with the palm of the hand facing you, and allow your elbow to rest upon the hip, as illustrated on this page. Now, by just twisting the hand at the wrist you rotate the bar so that it describes a circle that will twist your wrist to the limit in one direction as in the photo below. You then twist the bar backwards so that the wrist is twisted to its limit in the opposite direction. After you have practiced the rotations back and forth, you can begin to leave go of the bar as it rotates with the hand, and instead of checking the rotation and twisting back in the opposite direction as before, you leave go, and the force of the bar will cause it to rotate in another circle and you must then catch the bar by the center again as it continues to revolve.

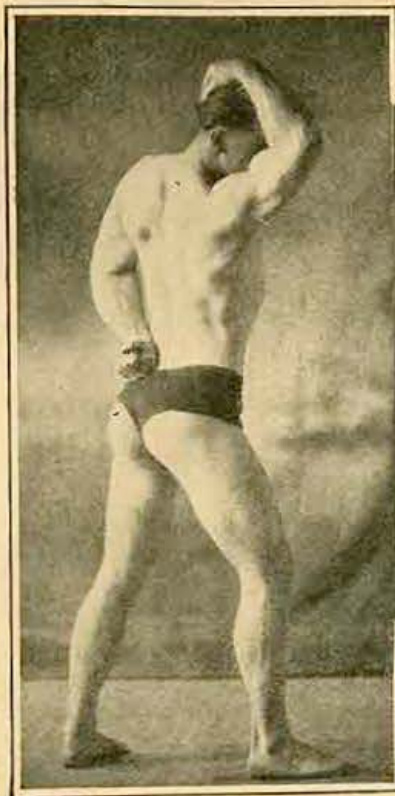
The more you do it, the faster the bar will go around and that will cause you to catch and grip faster and stronger. This, practiced with the following variation, makes quite a spectacular feat. As you spin the bar around and let go, you catch it with the other hand, and keep the bar revolving, catching alternately with each hand. When you start to practice it this way, you should get outside where, if you let the bar fall, nothing will be damaged, for if your grip is not fast and strong enough, the bar will fly out of the hand.

Apart from developing a wonderful grip, this exercise is very influential in cultivating a powerful wrist and forearm development, the growth of which, under this treatment, will surprise you.

There are various other stunts that are good for increasing your gripping powers; such as twisting the stick out of your partner's hands, picking up various sized discs of iron by the edges with the fingers only, and the practice of the one and two hands "dead" lift, sometimes called the "hands alone."

You can get an awful lot of benefit for the grip from the use of swinging kettle-bells and catching them. I used to have a little musical act in which I kept time to the music by swinging a pair of kettle-bells and catching them from various angles. That always gave a pretty effect, and was probably the means of developing my grip to the extent that made it possible during my lifting career to manipulate bells with extremely thick handles that had baffled many really good lifters.

A number of years ago there were then active in England, two wonderfully strong men, whose gripping tendencies were remarkable. Their names were Cas-



D. B. Mills of Waycross, Georgia, a Milo pupil and "Mat" fan. His weight is 161 pounds, height 5 feet, 8½ inches, neck measurement 16¼, chest (normal) 42, biceps 15, forearm 12½, wrist 7¾, waist 32, thigh 23, calf 15 inches.

He writes, "It is a mystery why so many people admire a well developed body, and so few have the ambition to obtain one."

well and Vansittart. Caswell was a peach in juggling kettle-bells and 56 pound block weights, and it was from this source that I obtained my inspiration for playing with such weights. But Vansittart was a revelation of hand and arm strength, and I have never seen all his feats duplicated. He could tear tennis balls into pieces with his bare hands, and take plates of pewter and roll them up like sheets of paper, and his feats of bending and twisting iron were marvelous. His grip was so great that he never had to dope his material like so many strong showmen have to, for I have tested the material on various occasions.

Big, genial George Zottman still has a wonderful grip. He has a large ball of solid metal, as smooth as glass, with which he practices. The hand can barely span its top,—which makes it very difficult to grip. It has baffled many of the strong men who have tried it when visiting Zottman; but the big old timer has no trouble at all to play with it, and while holding it in the hand he will release his grip on the ball, and catch it before it reaches the floor; which is really a wonderful feat.

Apart from Saxon and Apollon, there was that big-hearted John Marx (along with the other two mentioned), who was one of the greatest strong men I ever saw. He was able to handle heavy weights with handles so large in diameter as to make them huge and impossible for any other lifters to use, with the exception of Saxon and Apollon. Of the three, he had the most striking physique, and as is the case of all men who have powerful grips, he had a wonderful looking wrist and arm. He was a big heavy man, but with beautifully shaped muscles.

Somehow it seems to me that we haven't men like we used to have. So many of the reputed strong men use trickery and fake that it actually disgusts me, par-

ticularly when I have known such men as I have mentioned. These fakes have a tendency to discourage genuine men, who think their feats are poor, whereas they are really good; but they don't like to mention

them because they believe their feats are too insignificant in contrast. Therefore, I will take back my former statement that we have not as good men, because we have, but we do not hear of them so much for the reasons mentioned. The efforts of the A.C.W.L.A. are weeding them out though, and in every issue I can promise to tell you of facts and feats that actually exist, for I accept nothing only what I know is bonafide to my best knowledge, and I would rather omit a thing than mislead you and I can assure you I have lots of strong friends on whom we can rely, who are helping to make and keep this sport clean.

After reaching all this, the thought in your mind may be that all these men were heavy boned, and, therefore, had thick ligaments that gave them such enormous arm-size and power, but that is not so. Vansittart had only the average size wrist-bones as his measurement of 7½ inches shows, yet he developed his other arm measurements to 14 inches around the forearm with 18 inch biceps. Caswell measured 7 inches on the wrist, with a 13½ inch forearm and 15 inch biceps. Then take Thomas Inch, the great British lifter. His wrist is only 6¾ inches, but he has a powerful grip, and many of our American lifters, who are well known for their gripping powers have wrists from 7 inches to 7¾ inches in size. Nordquest and myself amongst present day lifters probably have the largest wrists; but I did not always have one as large. It came about from practicing such stunts as I have given here. The use of weights is positively known, from analysis, to cause a thickening of the bones, and the more wrist work you do, the thicker the ligaments. (Continued on page 82)

Acidosis—

and How I Cured It

Mine was a Starch and Sugar Jag. My Body was a Caldron of Fermenting Food—Now it is Clean and Sweet and Functioning Perfectly

By *Grace L. Gardner*

ACIDOSIS has been called the Great American Disease—but why stop at America? Look at England and see the results of this fell disease there! So it would be better to call it the Disease of Civilization, because that is what it really is.

And it is a most terrible disease. Chiefly because it seems rather a harmless thing and people don't get the scare about it that they do about cancer and tuberculosis and pneumonia and rheumatism and well known maladies like that, but there never was a single case of one of these same diseases that didn't have its seed planted in the soil of acidosis.

Not only is it a disease in itself but it causes directly or indirectly all other diseases, and I won't modify a single word of that statement no matter who argues against it, for it is a truth that cannot be argued away.

And more people die of acidosis than through war and famine combined. It costs more in impaired efficiency and in dulled brain power than all other ills combined. It is so often of long duration and creeps upon its victims so slowly that its progress is undramatic and gets little attention.

It is said that ninety per cent. of the people in this country are suffering from some degree of acidosis, but I regard that as conservative, because most of the people who regard themselves as being in perfect health have some slight degree of acidosis; too slight in fact to be noticed, but there nevertheless and bound to increase with the years, thus preparing the body steadily for the inroads of other diseases, impairing the bodily resistance and making it impossible to adequately combat the prevailing maladies.

I have been in the past subject to extreme acidosis. My body was a sour, foul caldron of fermenting food all the time, my veins ran acid instead of blood and I was being eaten up by it.



Miss Grace L. Gardner

I cured myself of this awful trouble after doctors again and again tried their hand at the business of curing me.

Now that my body is alkaline and sweet and properly and cleanly functioning I can afford to talk to other people who are still swamped in acid.

I have made a study of the thing. Made it my one hobby in fact until I had learned the last word about it, and here is the result for you to read and follow.

My case really resolved itself into a starch and sugar jag. Acidosis is just another name for alcohol poisoning, not the kind of alcohol the bootlegger gets by with but alcohol manufactured inside your own body from the improper food or combinations of food put there, and which ferment and sour

in the human still, making a fine rich poison that washes through your veins in place of blood.

Several of the doctors whom I tried, one after the other, told me that my acid condition was caused by meat eating. I must cut out meat and substitute a non-meat diet, cereals and vegetables and fruits and eggs.

All very good. I cut out the meat but grew worse and the acid condition increased alarmingly. I was poisoned from my head to my heels and ready to give up the ghost for my case seemed hopeless.

Then I happened to read in a magazine the statement that our health and happiness and very life hang on such little things sometimes. And the little thing mentioned in the article was, that more people suffered from starch and sugar poisoning than from any other source of acidosis. These two things, sugar and starch, were responsible for the creation of more acid in people's systems than any other items of diet and that this was the reason that so many vegetarians were invalids or in wretched health and that vegetarianism had gotten a black eye from the ignorance in the use of these two things. When a person cuts out meat they invariably fill up on bread and cereals

and rice and desserts with quantities of sugar in them.

Well this gave me something to think about! It started up a very interesting line of thought and I determined to gird up my courage once more and start out on a new regime. With this I had the most astounding success,—a complete restoration to health.

I started out on a regular curative system of my own. I studied the thing out and put it into practice with all the fervor I possessed. Everyone wants to live if he can be healthy and happy; so I worked with great inspiration and I won!

First, I decided that if meat caused an acid condition, and cereals and bread and sugar did likewise then these things must be utterly cut out, for a time any way, and I had to fall back on what was left of civilized man's diet. And I was surprised at how large a portion those things were for there were dairy products and fruits and vegetables left. Fish I had let go.

On experimenting I found that eggs in my case were also within the acid area, as were nuts, because I was, you must remember, in a terribly unhealthy condition. So I put my diet through a steady process of elimination till I got down practically to vegetables and milk, for fruit didn't agree very well. So during my curative period I subsisted on milk and vegetables and not all vegetables at that, for all the cabbage family had to go by the board.

This sounds like a meager starvation diet, doesn't it? But the truth of the matter is that I had an abundance and never fared better in my life, nor enjoyed food so much, nor had it agreed with me so well. On this diet of milk and green vegetables—leafy things mostly—I subsisted for five months before I even attempted to venture into the realm of other foods. The effect was magical and I made new blood conquer acidosis entirely and was a new human being.

And this is the formula in detail. Several glasses of very hot water to begin with as soon as I got up in the morning. Then some setting up exercises to prepare the stomach for food. Then a half hour later I commenced to drink milk, one glass every half hour till eight glasses had been taken. This was raw, unpasteurized milk with a considerable part of the cream poured off. One must be careful, however, that unpasteurized milk comes from a certified herd. I did not drink the milk but sipped it slowly, churning it about in the mouth.

Three or four hours after the last glass of milk had been "eaten" I had my one meal of the day. This meal consisted of a large dish of spinach cooked in its own juice and with none of it thrown away. A dish of carrots cooked like spinach and all the water saved and made into a delicious soup with a little cream added, and last a huge plate of salad—lettuce, romaine or endive.

The vegetables had butter on them—put on after they were removed from the fire,—and a little salt. The salad had a little olive oil and salt, but some-

times I preferred to eat it without anything, especially romaine, the crisp washed leaves were so delicious.

This was my diet without change for a week. The second week I substituted fresh string beans for the carrots and the third week I had a big baked potato in place of the string beans, and ate it skin and all. But always remember there was the abundance of spinach, and always and ever since there has been spinach. I eat it every day of my life for it is the greatest anti-acid known, and contains more cleansing and strengthening properties than any other food that can be named. Nothing quite compares with it, nothing can quite take its place. It fairly eats up acid and it is so full of inorganic iron that the blood sops it right up.

I kept to this rigid diet for eight or ten weeks. And right here I want to lay stress on one amazing point,—I never tired of it, but went to it with a will every time, hungry and eager for it, and as the weeks went on I got stronger and stronger and cleaner and cleaner, not to say healthier and happier at a rapid rate until now I am as free from acid as it is possible to be.

I didn't miss meat or bread or cereals or sugar or any of the discarded foods. My chosen line of diet seemed to satisfy me completely. You see it complied with the laws of nature in supplying the elements needed by my system; so I had no abnormal craving for things that were not needed to build and maintain my bodily well-being. Due to the iron in the spinach and carrots I grew astonishingly strong because of the rapid increase of hemoglobin in the blood which enabled me to take in so much more oxygen and assimilate it. The calcium in the milk did wonders for my system for inorganic calcium is found in milk in large quantities and the body cannot be well and strong without it. There was also a great quantity of lecithin in the milk and later in the yolks of eggs, that wonderful nitrogenous substance that so magically strengthened my whole system through the feeding so abundantly of the brain and nervous system and enriching the blood stream, giving me new and marvelous vigor like nothing I had ever sensed before even in my childhood, for even then I was, of course, sugar and starch poisoned, as all children are nowadays with white flour and bleached sugar so plentiful.

Gradually I got around to two meals a day besides the milk. The second meal consisted of various fresh vegetables boiled together for several hours, the juice drawn off and seasoned with a bit of salt and eaten as a thick soup with two slices of whole wheat bread toasted dry and used with butter. Oh, how good it tastes, that meal, for I still am eating it just as at the beginning. I have a ravenous natural hunger for it when noon comes and I never tire of it, though it is always the same unless sometimes I eat a few crisp leaves of lettuce or celery or a handful of watercress. I eat this meal with a relish difficult to describe for only the very

(Continued on page 80)

The Cause of Acidosis

IT is not exaggerating to say that 90% of the people today are suffering from acidosis in a more or less mild form. The foods upon which we live make it almost impossible to be otherwise, and comparatively few people know the right from the wrong things to eat.

Meat, although it is usually blamed, is not so much the cause of the condition as is an excess of starch or sugar in the diet. Miss Gardner, after searching hopelessly for a cure, at last struck upon a simple diet that restored her to perfect health and now keeps her there.—*The Editor.*

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All this may be yours if you fit yourself for the thousands of opportunities in AMERICA'S FOURTH LARGEST INDUSTRY. Hotel work offers many big advantages to trained executives. The work is easy, dignified, and fascinating! The hours are excellent—you will find plenty of time for recreation. Just think of the pleasures that are yours as a member of the staff of a mountain or seaside resort! Bathing, fishing, sailing, long walks in the invigorating mountain or sea air—in fact, it is just like spending a delightful vacation, only you get well paid for it. The luxurious city hotel offers

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 "It has never been my pleasure to have a more efficient and more loyal worker than the student you sent me. She took hold from the first day she arrived and will make a great success."
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Other members include Roy Carruthers of the Waldorf-Astoria, L. M. Davenport, of the Hotel Davenport, R. S. Downs of the Hotel Washington, and nearly one hundred other prominent hotel managers.

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CLIFFORD LEWIS, President
 Room O-3760 Washington, D. C.
 Founded 1916

LEWIS HOTEL TRAINING SCHOOLS,
 Room O-3760, Washington, D. C.

Send me without obligation the FREE BOOK, "YOUR BIG OPPORTUNITY," with details of the FREE Registration in the Lewis Students' Employment Bureau.

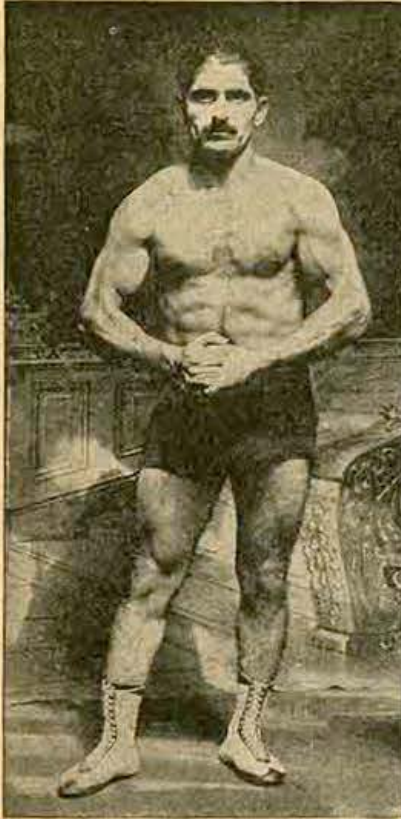
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 Address.....
 City..... State.....

The First Three Prize Winners

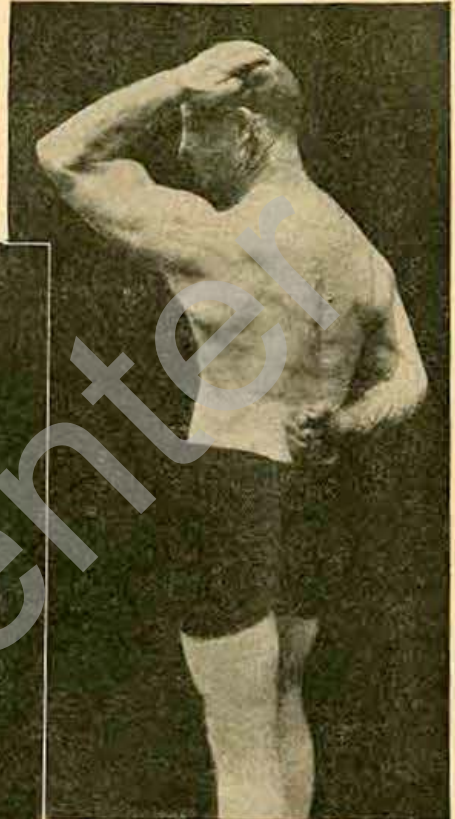
of the

LIEDERMAN 1924 International Improvement Contest

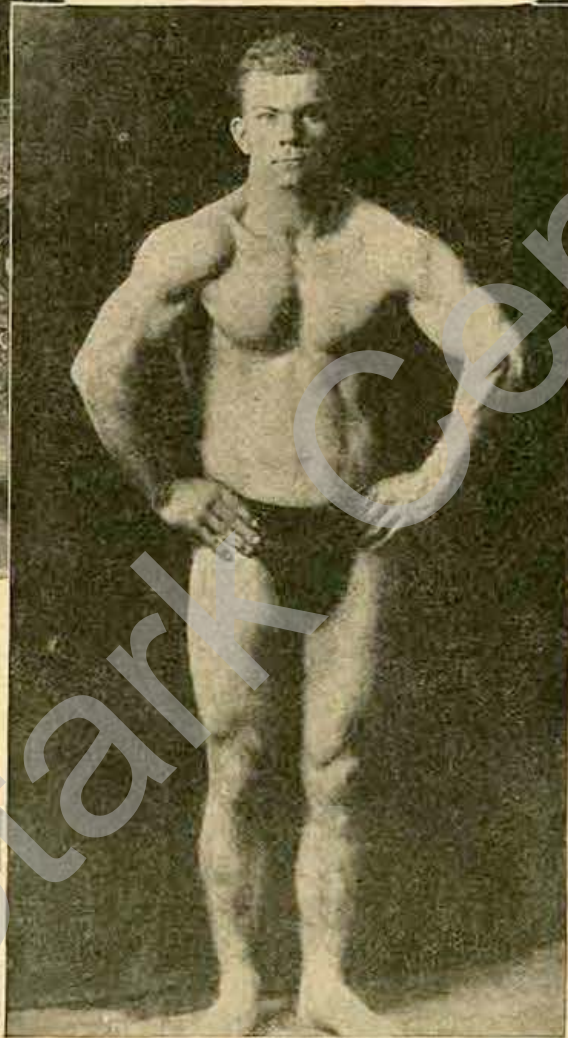
THESE THREE MEN won a total of \$1,800 in cash prizes as a reward for their faithfulness and perseverance in following the Earle Liederman system of Physical Culture during 1924. But their greatest reward was the transformation of their physical powers. Earle Liederman will gladly send you (absolutely free) the remarkable story of these men and what the Physical Culture life has meant to them; also additional photographs, suitable for framing.



DONALD CONSTANTINE
Box 11, Palmerton, Pa.



WALTER GOODBY
Box 11, Dryden, Ont.,
Canada.



WESLEY F. BARKER
509 Carolina Ave., Spencer, N. C.
FIRST PRIZE WINNER



Kindly notice, the above reproductions are photographs of the actual checks sent to the first, second and third prize winners in the Earle Liederman 1924 International Improvement Contest. Also notice that these checks have been paid and cancelled by bank. Follow the arrow and read of Earle Liederman's bigger prizes offered to his pupils between now and next October.

FOLLOW THE ARROW →

A Few More Prize Winners

of the

LIEDERMAN 1924 International Improvement Contest



David C. Curren
Route No. 3 Prospect, Ohio



Ernest E. Smith
R. F. D. 4, Box 21
Salisbury, N. C.



L. Weiss
Acme Stamp Co.
147 W. 42nd St.
New York



Chas. Arkland
29 Revere Place
Buffalo, N. Y.



Wm. S. Petry
Dalton's Broadway Theatre
Los Angeles, Calif.



John Antiochos
755 N. Wells St.
Chicago, Ill.



Julian Wijesingha
Railway Technical School
Kulalu Lumpur, Selangor, F. M. S.



Kasi Chettiar
21 Hindoo St., Medan
East Coast, Sumatra, D. E. I.



James T. Sing
805 Maunaloa Ave.,
Honolulu, Oahu, Hawaii



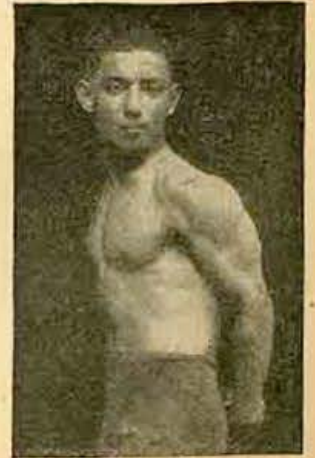
Fred Station
655 Seymour St.
Vancouver, B. C., Canada



Angelo Trulio
174 Irving Ave.
Brooklyn, N. Y.



Carmen Long
595 Arthur St., Hazleton, Pa.



Dennis O'Hearn
Deniston, Kamayut
Rangoon, Burma, India

EVERY LAST ONE OF THESE FELLOWS have increased their arm at least two inches by following the Earle Liederman System. They were awarded prizes for improvement. If you are interested in learning how these remarkable achievements are brought about, write to Mr. Liederman and he will gladly send it free.

FOLLOW THE ARROW →



A Free Trip to New York AND \$3,000 IN CASH

How would you like to come to New York and walk up Broadway arm in arm with Earle Liederman? How would you like to see all the points of interest by day and attend the big theatres by night? How would you like to leave your home town and spend one full week in the biggest city in the world as Earle Liederman's guest?

THAT'S what I'm going to do for two of the prize winners in my 1925 contest. I'm going to buy the railroad tickets and Pullman. I'm going to meet them at the station and pay all their expenses while they are in New York. I'm going to show them the best time they ever had in their lives, and it's *all on me*. And beside that I am going to give one of these chaps one thousand dollars (\$1,000) and the other fellow five hundred dollars (\$500) in cold cash.

The Earle Liederman 1924 contest was a grand success. The improvement shown among my pupils was unbelievable. The \$2,100 which I gave as prize money has not only made happy hearts, but it was the means of spurring on thousands of men and boys in their endeavor for physical perfection. As I sat at my desk and looked over the photographs and read the letters telling how faithfully my pupils have

worked, my heart filled with deep emotion. It has made me the happiest man in the world. These letters told me how some of my pupils who were physical weaklings transformed themselves into strong, sturdy men. They told me of such men as Mr. Curren, who, at the age of 60, had given up all hope of ever having a strong, healthy body and then, through his own efforts, had suddenly realized his life-long ambition. As I read these letters, I could not help but wish that I could grab each and every one by the hand and say, "Atta boy, keep it up; you're doing fine!"

Of course, such a plan is impossible, but I have decided that next year I will do this very thing with the first prize winner in each contest. Yes, there are going to be two separate contests in 1925. I'll tell you why. There were a great many photographs received from pupils whose muscles were far greater developed than

FOLLOW THE ARROW →

those who won the prizes, but these better developed boys and men had not shown as great gains during the period which I allotted. And beside this, there were pupils who enrolled in 1923, and further back, who were not entitled to any of the advantages of the 1924 pupils. However, these pupils will have a show in my 1925 contest, for I am offering an additional \$1,000 to be awarded to the pupils showing the best muscular development, regardless of when they enrolled.

Do you get what all this means? Twenty-eight fellows are going to get cash prize money in amounts all the way from \$1,000 down to \$10, and two pupils will get in addition to their

cash prize, a free visit to the wonder city of the world. These two pupils will select their own time to come. Just notify me long enough in advance so I can get the scenery ready. I am going to stand all expenses, railroad tickets, hotel bills, amusements, etc. It will give us a chance to become friends—get better acquainted. Where you live won't make a bit of difference. I don't care if you live in China. The judges will pick out the winners, then I will write and send them their necessary money, tickets, etc., for whatever dates they select.

And remember, the colored boy has just as much chance as his white neighbor.

NOW READ CAREFULLY WHAT THE CONTESTS ARE

The first contest for 1925 is as follows: To the pupils showing the greatest improvement from whatever time they enroll after receiving this notice until October 1, 1925, I will award prizes totaling

\$2,000 in Cash

First Prize . . .	\$1,000 and gold medal
Second " . . .	500 " " "
Third " . . .	300 " " "
Fourth " . . .	100 " " "

To the next ten in order, each \$10 and gold medal.

In case of tie for any of these positions, each tying contestant will receive the full amount of prize money offered for position where tie occurred.

The first prize winner also gets the *free trip to New York*, to spend one week here at whatever time he selects. I am to pay all expenses from the time he leaves his front door till he is safely back again.

TO THE BEST DEVELOPED MAN

The second awards will be given to the pupils showing the finest looking muscles regardless of when they enrolled. This will be open to old and new pupils alike. It will give everyone a chance to develop herculean proportions. These prizes will be as follows:

\$1,000 in Cash

First Prize . . .	\$500 and gold medal
Second " . . .	250 " " "
Third " . . .	100 " " "
Fourth " . . .	50 " " "

To the next ten pupils in order, \$10 each and gold medal.

In case of tie for any of these positions, each tying contestant will receive the full amount of prize money offered for position where tie occurred.

The winner of first prize in this contest will also be given a *free trip to New York* to spend one full week at whatever time he selects. The same conditions holding true as in the other contest.

1,000 SILVER MEDALS

In addition to all the prize money given to the winners in these two contests, I am also giving at least one thousand solid silver medals to all those who have worked up to my standard.

Now, fellows, who are to be the prize winners? Who is going to get all this money? And who are the two lucky ones that I am going to pal around with in New York? Is one of them going to be *you*? The answer is within yourself. Think of it! Follow pleasant exercise under my guidance, build up a powerful, robust body that will be yours for your life time and, besides all this, spend the finest vacation you ever had or ever even hoped to have. And, just think! I am going to hand over to one of these boys \$1,000 in cash, and to the other \$500. And then I won't let them spend a cent of it. The good time is *all on me*.

Read the conditions carefully. Then shoot me your measurements and enrollment blank and—let's go. Remember the sooner you get started, the better chance you have to grab that big prize.

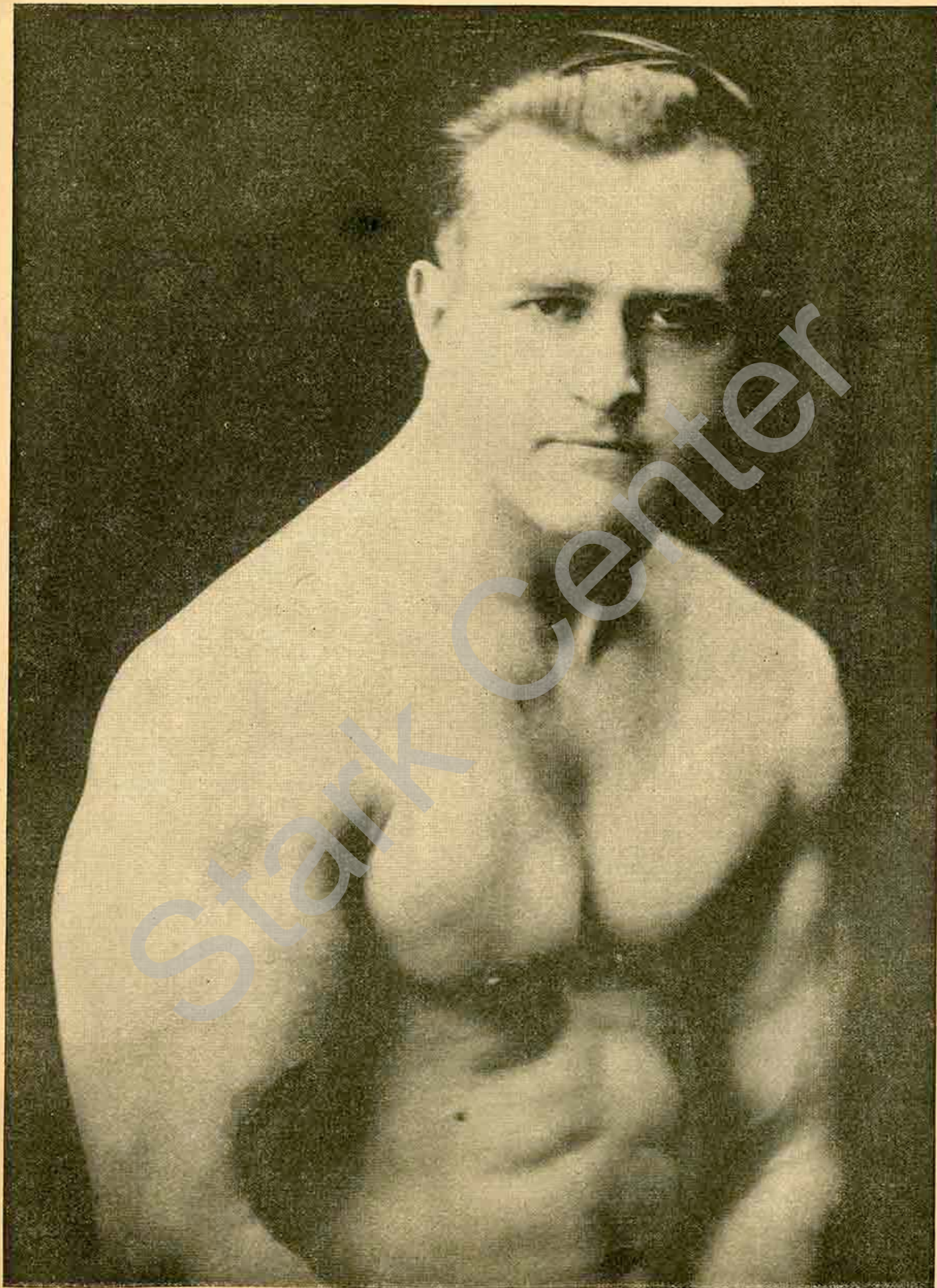
If you are going to strive for the improvement contest, be sure to keep a copy of your measurements and a photograph as of enrollment date. Then, before October 1st comes around, send me your improved measurements, with the latest full-length photograph, showing your muscles to the best advantage, as contests close October 1, 1925. The photo of yourself as of date of enrollment need only be a snapshot. This should be kept by you and sent to me at close of contest together with your photo showing improvement. This will facilitate matters and also be a perpetual reminder of your changed condition. The latest photo must be taken of a full-length pose.

If you plan to enter the contest for best development, enroll at once and let me get you started in modeling your body. Muscles don't grow over night, but I surely can make a different looking man of you in a few months' time. After all, it's the strong, robust body that counts more than all the prizes in the world. But as long as men are human, prizes will stimulate them to greater activities. And if I can make bigger and better men by prizes, I'm going to give prizes.

The judges this year will be the same as last. They were so pleased with the 1924 contest that they immediately agreed to serve in 1925. They are as follows: Bernarr Macfadden, world renowned authority on physical culture; Budd Goodwin, undefeated long-distance swimming champion of America; Arthur L. Hyson, physical director; George O. Pritchard, former professional football and basketball player; your instructor,

EARLE E. LIEDERMAN.

FOLLOW THE ARROW→



EARLE E. LIEDERMAN
The Muscle Builder

Author of "Science of Wrestling", "Muscle Building", "Here's Health", etc.

FOLLOW THE ARROW →

A Wart On Your Nose

would not be noticed nearly as much as a frail, weak body. Yet, if you had a wart on your nose, you would worry yourself sick—you would pay most any price to get rid of it. But what about that body of yours? What are you doing to make people admire and respect you? Wake up! Come to your senses! Don't you realize what a strong, robust body means to you? It makes no difference whether it be in the business or social world—everybody admires the strong, robust fellow—but everyone despises the weakling.

I Will Transform You

I make weak men strong. That's my job. That's why they call me "The Muscle Builder." I never fail. A bold statement, but true. I don't care how weak you are, I can do the trick. The weaker you are, the more noticeable the results. I've been doing this for so many years, it's easy now. I know how.

In just thirty days, I'm going to put one full inch on those arms of yours. Yes, and two inches on your chest. But that's nothing. I've only started. Now comes the real work. I am going to broaden your shoulders and strengthen your back. I am going to deepen your chest so that every breath will literally penetrate every cell of your lungs, feeding them with rich life-giving oxygen. You will feel the thrill of life glowing throughout your entire system. I am going to tighten up those muscles in and around your heart, kidneys and stomach. I am going to shoot a quiver up your spine so that you will stretch out your big brawny arms and shout for bigger and harder tasks to do. Nothing will seem impossible.

Sounds good, doesn't it? You can bet your Sunday socks it's good. It's wonderful. And the best of it is, I don't just promise these things—I guarantee them. Do you doubt me? Come on then and make me prove it. That's what I like.

Are you ready? Atta boy! Let's go.

Send For My New
64 Page Book—

PP

"Muscular Development"

IT IS FREE

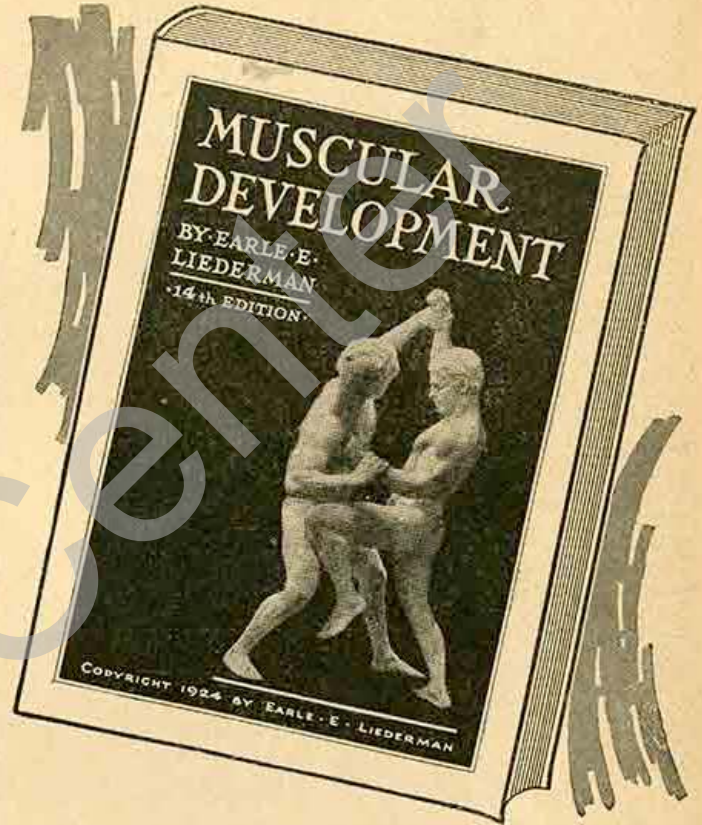
It contains forty-three full page photographs of myself and some of the many prize-winning pupils I have trained. Many of these are leaders in their business professions today. I have not only given them a body to be proud of, but made them better doctors, lawyers, merchants, etc. Some of these came to me as pitiful weaklings, imploring me to help them. Look them over now and you will marvel at their present physiques. This book will prove an impetus and a real inspiration to you. It will thrill you through and through. This will not cost you one penny. I want you to have it with my compliments. It is yours to keep. This will not obligate you at all, but for the sake of your future happiness and health, do not put it off. Send today—right now before you turn this page.

EARLE E. LIEDERMAN

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305 Broadway

New York City



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FREE**

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NAME AND
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Dept. 701, 305 Broadway, New York City
Dear Sir: Please send me absolutely FREE and without any obligation on my part whatever, a copy of your latest book, "Muscular Development."
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(Please write or print plainly)

Sign here—↑

Beauty Psychology—Make It Yours

(Continued from page 23)

our emotional activity. We live very largely in our feelings anyway. If we are habitually joyous, cheery and optimistic, we are attractive. If we are by habit gloomy, pessimistic and irritable, then we are not liked, and these qualities expressed in our faces make us unlovely.

A little girl came home from school the other day with a paper upon which she had copied ten times the motto: "You look better when you smile." That expressed in the very simplest way a complete beauty psychology. A smile is an expression of the spirit. It conveys good will, kindness, friendliness, sympathy. There is beauty in the very nature of these qualities of the spirit, just as there is beauty in wistfulness, compassion, love, and in the expression of these tender impulses and emotions. There is beauty in joy, in faith and in hope. There is even beauty in sorrow. But there is no beauty in hate. There is none in envy and jealousy, spite and vindictiveness. There is no charm in bitterness; there is no quality of loveliness in anger.

As you see, it is not merely the face that is beautiful or ugly. It is the personality, the living spirit within that is either beautiful or ugly, or perhaps drab and commonplace. There are many who are neither very lovely nor very ugly, just a little ugly sometimes and a little pleasant at times, but for the most part colorless and uninteresting. However, to the extent that your face expresses resentment and hate and spite—and if you feel these things your face does express them—you are just the reverse of beautiful.

And what can one do about it? Can one change her entire nature? Can a naturally spiteful person transform herself? Probably not; but the truth about this is that most of us have a mixture of good impulses and unfriendly impulses, a mixture of the altruistic and the selfish, and if we have a certain goal in mind, and keep it in sight, we may endeavor to form mental habits in one direction or the other. Habits become very powerful. The trouble with this business is that the spiteful person must himself wish to have good will, but often he doesn't. He wishes to cling to his spite and resentment, he wants to hate; and so he goes on cultivating an emotional habit of the wrong kind until his whole nature is soured. But if a woman truly wants beauty badly enough, let her make up her mind that she must cultivate good will, kindness and sympathy. She must learn to exercise emotional control. The best way to do this, of course, is to hide, that is to learn to hide, any impulses of anger or envy or derision. These impulses naturally cry for expression; but don't give them life. Smother them. They will die if they are not expressed. On the other hand, what good you have will grow when expressed in smiles. Even though at first it is partly pretense, the very show or attitude of friendliness will help to awaken the actual feeling. Tactful people are, for this reason, unconsciously good practical psychologists. Even hypocrisy in this direction is seldom un-mixed. Make it your rule to manifest the finer qualities, and they will grow in you. You tend gradually to become that kind of

a person. Do it, for beauty's sake, if not for duty's sake.

In this connection, do not overlook the psychology of posture. Bodily attitude expresses feeling as well as the face. You can tell how even your dog feels, whether he is glad to see you after an absence, or whether he is ashamed of himself for having dragged a dirty bone onto your best parlor rug, by his attitude and actions. We humans try to preserve a more or less stoic and expressionless exterior. Children more readily express their feelings. But just the same, bodily carriage is vital as a factor in beauty.

There is life and strength and pride and joy in the upright position, in the lifted head and raised, expanded chest. There is weakness in the bent back, drooping shoulders and bowed head—weakness or fatigue, or grief. The quality of courage expressed in the military posture of the soldier is a matter of applied psychology. But think also of the posture that denotes despair, or humiliation, or shame, or craven fear, and you will see why the art of acting is an example of applied psychology.

However, the significant point is that through assuming the posture of strength and pride and joy you can in large measure awaken and strengthen these constructive and helpful emotions. You give yourself added courage by assuming the attitude of courage. You know that you cannot possibly do a mean thing if you approach it with your head held high. The traditional "bearing of a queen" expressed the mental graces of pride, authority, culture and the maternal interest in the welfare of her people that the old timers loved to attribute to the queen, and which we still associate with the queen idea. That is why there is beauty in the very bearing. In striving for beauty, do not forget this psychology of posture.

The psychology of dress is also a matter to consider, entirely apart from the value of clothes in directly making one becoming. To the extent that the consciousness of being well-dressed contributes to one's self-respect and enables one to carry herself better on that account, clothes contribute indirectly to one's beauty. But one should beware of overdressing, for too much finery makes one self-conscious and is likely to lead to affectation in gait and manner. If there is one thing insufferable it is affectation of any kind. One should be satisfied that she is well enough dressed, and then forget her clothes.

From a strictly mental standpoint, poise is a great factor in beauty. It bespeaks the serene mind. It suggests strength without effort, power without tension. Poise, in short, represents excellence or even superiority of mind, and excellence is always the basis of beauty.

A stupid girl may be pretty. A feeble-minded girl may have qualities of good feeling. Her emotional reactions may be pleasing, and they will therefore enhance her appearance to that extent, in the manner that we have just mentioned. But even then she will lack something because she has not a rich quality of mind. She will never have more than the prettiness of a child.

The beauty of a mature woman has a certain quality of dignity and nobility, and it is mentality that gives this quality.

And what is the application of this truth in our every day lives? Can the dunce make herself over into a philosopher? Well, perhaps not exactly, but most of us are not dunces, and one can at least make the most of her own endowments. The average woman has a set of good average brains, if only she will make use of them. She can choose good reading matter instead of wasting her time on the literary trash that now chiefly swamps the newsstands. One naturally tends to seek her own level in selecting friends, but if she is really desirous of bettering herself she will look for friends among the most intelligent circles that she can find. And one can cultivate the arts, striving for proficiency in painting, music, classic dancing or elocution. Oh, there are many things one can do by way of strengthening the mind, to help give the face that quality of noble dignity that one finds in any great beauty.

But the way in which you can do the most for yourself mentally and emotionally, and therefore from the standpoint of beauty, is to strengthen your nerves. "Good servants, but bad masters," as someone has said. The mental poise we spoke of is largely a matter of sound nerves, that is to say, of strength and health of the whole nervous system, including the brain. Certainly emotional control, or the lack of it, is largely a matter of nerve health, or its lack. Just what is the difference between nerve-storms and brain-storms? Probably not a great deal—but that would lead our discussion into deep water. However, we know that with frayed nerves one is easily upset or irritated, and readily "flies off the handle," over the slightest occurrences. Our nervous condition, in short, serves as a sort of backing for both our mental and our emotional status.

Fortunately, nerves can be controlled. To govern one's mental and emotional activity directly may require some pretty delicate applied psychology, though it may be done. You can do it better indirectly, sometimes, through the nerves, because you can get at them, the same as you can get at your muscles or your circulation.

The power of relaxation is probably the first need of countless women everywhere. The power of relaxation is the basic quality of self-control, the sort of control that "lets loose." One is never master of herself unless she can let go just as readily as she can take hold. Relaxation is important, furthermore, because it underlies the ability to rest and sleep.

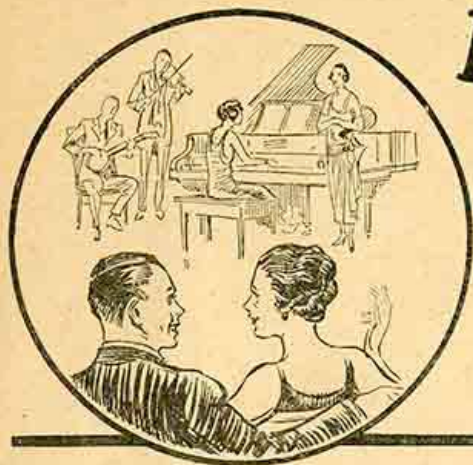
To attain the power of voluntary mental and nervous relaxation, learn first to relax the muscles. They give you something to take hold of and to "let go" of. We have such complete control of our muscles; they work as desired as fast as we can think. Now, by a species of exercise which involves alternate contracting and complete relaxation of the muscles you can feel your way to the ability to relax the mind and nerves voluntarily. For instance:

Lie down on your back on a comfortable

(Continued on page 74)

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Beauty Psychology—Make It Yours

(Continued from page 72)

bed, and "make yourself loose," as you would say to a three-year-old child. Then contract or stiffen the muscles of your back and thereby raise your hips a couple of inches from the bed, just for a moment. Then let go of the tension and let yourself drop. Don't let yourself down slowly; just drop, loose and relaxed, as if you weigh nothing, or as if you weigh a million tons, and it doesn't matter if you do. Repeat several times.

Next, raise one leg three or four inches from the bed, contracting the muscles tightly, then drop it. "Loose." Try it with the other leg. Repeat several times. Raise one arm a few inches, tensed, then drop it utterly relaxed; then the other arm. Do the same with your head. These arm and head relaxing movements may also be practiced while standing. Lying on the back, raise one side of the body slightly, as if to roll over on your face, but instead of doing so suddenly relax and drop back. Repeat, raising either side, several times. Do the same lying on your stomach, raising first one side then the other, as if to roll over, but flopping back as if you had not an atom of strength left. A relaxing exercise that has often been recommended is that of "playing drunk," which as you know represents an involuntary relaxation of much of the body. You can best simulate alcoholic intoxication by thinking in terms of this relaxation. Another exercise is to stand erect, then relax your neck and let the head drop to your chest; then relax shoulders and arms, to hang limp; then relax your back and your body will droop forward, hanging from the hips. If then you wish to relax the legs, your knees caving in so that you drop completely, do it either on the bed or smooth, grassy ground.

Of course relaxation in the larger sense means more than this ability to loosen up; it means the power to shake off anxiety and business cares, and to sidestep worry. All of which calls for some definite scheme of recreational life. The woman who is "on her toes," always at work; feeling her responsibilities lying heavily on her head, does herself an injustice unless she realizes that some recreational scheme of life is as much a necessity as sleep or food. The best kind of relaxation in this sense is some active diversion, such as self-activity in music, probably the finest of all mental and emotional tonics. Dancing is ideal. Outdoor sports are best of all, since they combine the physical benefit. Social games in which one does something are valuable. Even reading will take one out of oneself. The trouble with many of these recreations is that they keep one indoors, when one should be out—at all seasons. If nothing else is available, one can at least take up walking.

Other factors in relaxation are personal comfort in respect to clothes and hair and shoes, ventilation, air that is not too hot or dry and even color schemes. The fashion of bobbed hair may mean an improvement in women's nerves, and thus indirectly help to beautify them, even if the short hair itself is not more attractive, a point susceptible to argument, and depending somewhat upon the individual—and the hair.

But for the extremely nervous woman,

who is easily upset or excited, there is one all powerful and yet safe relaxing treatment in the form of the full neutral bath, that is, getting into a tub of water of neutral temperature, neither hot nor cold, but of about blood temperature. One should preferably use a bath thermometer, placing the water at ninety-eight degrees, possibly slightly under, never over. You can stay in this neutral bath any length of time, even for hours, and it will not hurt you—it will do nothing to you except soothe and quiet your nerves. In hospitals for the insane it is now used to quiet cases of mania or any high excitement, and in this way has replaced straight-jackets and padded cells. Of course you need not wait for fits of frenzy or hysteria. This neutral bath is just as valuable for any woman who is either "nervous" or sleepless. Try it before going to bed.

Sleep is the great restorative and the great beautifier—if these other things go with it. Sleep is the supreme relaxation. Get as much of it before midnight as you can, in a well ventilated room. Use no cotton coverings; they are heavy, but not warm. Woolen blankets and wool-filled comforters are light, but warm. And if you do not sleep well, get more fresh air.

Let us take the hypothetical case of a woman who spends eight hours in bed, but cannot sleep. For hours she tosses listlessly between the sheets. Now, if this woman would get outdoors and walk about eight miles during the first two of those eight hours; then go to bed and sleep soundly the other six—which she would—she would soon find nerve health, peace of mind—and greater beauty.

Of course sleep and rest and relaxation improve one's looks because of their relation to health, but I speak of them here because they particularly affect the nerves. But bad nerves are also usually starved nerves. The nervous woman or the sleepless woman should use plenty of milk, the whole milk with the natural proportion of cream. Milk is the great "nerve food" just as it is the great flesh building food. It is not specifically fattening; it builds up muscle, bone, blood, nerves, glands, organs—all tissues, as well as what fatty tissue we may need. If there is any true "beauty food," that food is milk—at least one quart a day. And since, like sleep and relaxation in general, milk will tone up your nerves, it will help you to acquire that underlying "beauty psychology" that you are looking for.

Remember, there is little beauty without "charm," and you cannot get charm in the beauty parlor. It is the product of your mind and heart and soul.

Florence Whitney is writing for STRENGTH a series of four articles, of which the above is the second, presenting a comprehensive analysis and survey of the fundamentals of beauty and its cultivation. The series is distinctive in its broadened point of view. Do not miss the third article of the series in STRENGTH next month.

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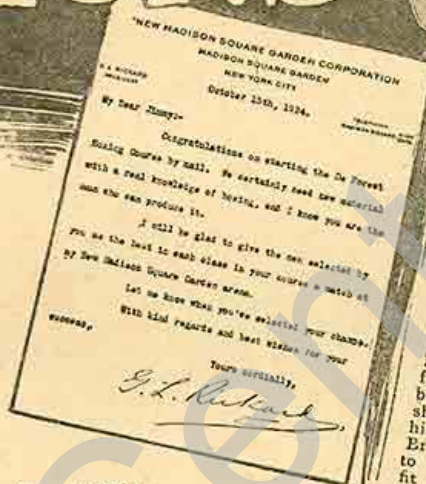
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- 7th Week—Covering and Clinching
- 8th Week—Counter Attacks
- 9th Week—Defense against Counter Attacks
- 10th Week—Shadow Boxing
- 11th Week—Combination Punches
- 12th Week—Feinting
- 13th Week—Fighting Slow Opponent
- 14th Week—Fighting Fast Opponent
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- 16th Week—More "Inside" Boxing
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What Is Nerve Force?

By PAUL von BOECKMANN
Nerve Specialist and Psycho-Analyst

EXACTLY what Nerve Force is, we do not know. If we did know, we would know the Secret of Life. We know this: it is generated by the Nervous System through which it travels at a speed greater than 100 feet per second. It is the Master Force of the Body, the force that controls every heart beat, every breath, the digestion of every mouthful of food we eat, the action of every muscle, and the life of every cell. It is the force that gives us courage, ambition, personality, character, mental power and energy—the Force that Drives us On, On and On.

Every mental impure and every bodily act uses up a certain amount of Nerve Force. If we expend more Nerve Force than the system can develop, we necessarily become Nerve Bankrupts and we then have a condition known as Nerve Exhaustion.

Nerve Exhaustion is brought about through nerve strain. There is no other cause. Men strain their nerves through mental concentration and business worries; often, too, through excesses and vices. Women strain their nerves mainly through their emotions, especially those involved in their domestic affairs. Indeed, we are in the midst of nerve strain everywhere due to the mile-a-minute life we are leading. And no man or woman is so strong as to be immune to this strain.

Nerve Exhaustion is not a malady that comes suddenly, yet its symptoms are unmistakable. It does not manifest itself, as many think, in twitching muscles and trembling hands. The majority of sufferers from nerves seem strong and healthy, and may have not a tremor in their body, yet inwardly their nerves are in a turmoil and are undermining the entire body organism.

The symptoms of Nerve Exhaustion vary according to individual characteristics, but the development is usually as follows:

First Stage: Lack of energy and endurance; that "tired feeling."

Second Stage: Nervousness; restlessness; sleeplessness; irritability; decline in sex force; loss of hair; nervous indigestion; sour stomach; gas in bowels; constipation; irregular heart; poor memory; lack of mental endurance; dizziness; headache; backache; neuritis; rheumatism; and other pains.

Third Stage: Serious mental disturbances; fear; undue worry; melancholia; dangerous organic disturbances; suicidal tendencies; and in extreme cases, insanity.

If only a few of the symptoms mentioned apply to you, especially those indicating

mental turmoil, you may be sure your nerves are at fault—that you have exhausted your Nerve Force.

I agree with the noted British authority on the nerves, Alfred T. Schofield, M.D., the author of numerous works on the subject, who says: "It is my belief that the greatest single factor in the maintenance of health is that the nerves be in order."

I have written a 64-page book entitled, "Nerve Force," which in the simplest language explains hundreds of vital points regarding the nerves and their care; information every person should know. Students of the subject, including physicians, pronounce the book the most practical work on the subject which has ever been written. Large corporations have bought my book

by the thousands for their employees. Physicians recommend it to their nervous patients. Extracts from the books have again and again been reprinted in magazines and newspapers, which is the strongest proof of real merit. The cost of the book is 25 cents. Remit in coin or stamps. Address Paul vonBoeckmann, Studio 465, 110 West 40th St., New York City.

If your nerves have given you trouble, especially if your doctor has told you that your condition is due to your nerves, submit your case to me, and I shall tell you definitely the exact nature of your weakness, and whether I can help you, as I have helped over 90,000 men and women during the last thirty years.

I am a Nerve Specialist and Psycho-analyst, besides being generally experienced in all sciences pertaining to the Body and Mind. I have treated more cases of "Nerves" than any other man in the world. My in-

struction is given by Mail only. No drugs or drastic treatments are employed. My method is remarkably simple, thoroughly scientific and invariably effective.

Positively no fee is charged for a "Preliminary Diagnosis" of your case, and you will be under no obligation to take my course of instruction, if you do not care to. Do not explain your case in your first letter, as I shall send you special instructions on how to report your case and how to make certain "nerve tests" used generally by Nerve Specialists; and I shall send you, FREE, other important data on the subject which will give you an understanding of your nerves you never had before.

I shall send you authentic records of numerous cases of Nerve Exhaustion I have corrected, which have never been equaled in the history of medical practice. I have corrected thousands of cases of extreme Nerve Exhaustion.

I Am Healthy, Young and Happy at Sixty-Five

(Continued from page 35)

long habits and inclinations were strong and when I seemed to approach the breaking point I'd lock the door and go away—seeking whatever point my fancy dictated.

After some months the nature and progress of my work seemed to interest me. It seemed pretty nice to own your own home, its furnishings and bit of ground. The stuff I planted began to grow and I soon learned to watch with interest for the results of my labors. When a year had passed I knew that my health was what it had never been before. My mental attitude was that of a different man. I mingled freely with the people about me and the enthusiasm and interest, forced and artificial, in the beginning, finally became the real thing. I was called upon to address the Civic League and other public bodies. My name sometimes appeared in the paper as connected with some public work. I mention these facts to show that it is possible for any one by a determined effort to force himself into a mode of life radically different from that which his natural or inherited tendencies would carry him.

The passing of those few brief years made of me a different man. I had made my little home farm quite a beauty spot. My work was now less trying and I had much leisure time to mingle with people and interest myself in outside affairs.

My sixty-fifth birthday is now passed. I have described how after half a century of ill health I pulled up. Briefly I will tell how I remain in perfect health.

I own my bungalow home, its furnishings and bit of ground. I not only continue to work but find joy therein. My occupation is again an indoor one. Six hours in the day, five days in the week I sit by my table designing and drafting plans of which thousands of people may make use in their employment or recreations.

My work is exacting. It requires keen eyesight and a steady hand. On Saturdays I'm in the open all day. With lunch and camera I sometimes tramp to the distant mountain top—twelve miles the round trip. Each day I spend at least two hours in the open working at whatever interests me. Each week I walk no less than twenty miles—not forcing myself to do this as a matter of duty but because it gives me real pleasure. I've not been ill a day in ten years. I know not what it is to have an ache or a pain. I have absolutely not a care nor worry. Nor do I think it so wonderful to have health and youth at sixty-five. You—every one should. But it seems pitiful that so many are old and broken long before that period is reached.

With my own experiences as my authority I would make these few points strong and clear. In the matter of ill health there's sure to be a reason—one that may usually be overcome. Trace it out. Your mode of life may have been all wrong. When the cause is disclosed, plan your own remedy. Any course in life that has pulled us down must be abandoned or if that prove impossible, it's not so hard to bring about certain important changes.

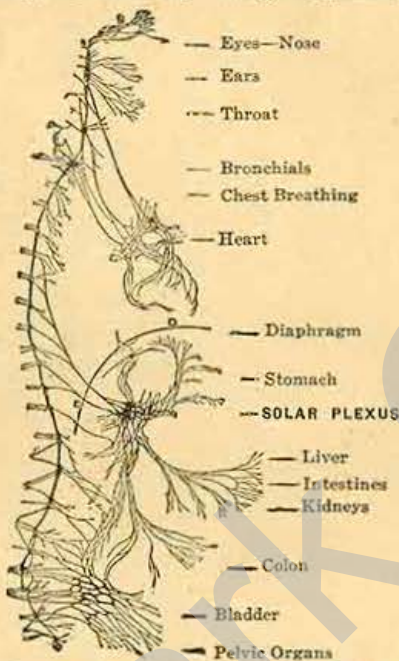


Diagram showing how the Solar Plexus, known as the "abdominal brain," is the great center of the Sympathetic (Internal) Nervous System. Mental strains, especially grief, fear, worry and anxiety paralyze the Solar Plexus, which in turn causes poor blood circulation, shallow breathing, indigestion, constipation, etc. This in turn clogs the blood with poisons that weaken and irritate the nerves. Thus Mental strain starts a circle of evils that cause endless misery, aches, pains, illness, weaknesses and generally lower mental and physical efficiency.

Science of Wrestling

(Continued from page 53)

crack, is another marvelous demonstrator of neck power.

Again your sand bag comes in very handy. If you are about to wrestle an opponent your own bodyweight, pack the sand into the bag until it weighs ten or fifteen pounds more than yourself or prospective opponent. The value of this can be readily seen. Then wrestle with it, rocking it to and fro while standing erect, and throwing it to the ground, grapple with it, alternately with arms and legs, and also bridge with it held in the arms. In fact, handle it with just the same amount of aggression as you would an opponent. This will greatly increase your wrestling power, and when you begin to practice with your partner, you can wrestle, as a grappler would say, "loose and smooth."

Pulling and hauling a partner around the mat gets you nowhere. It is a mistake all novices make, and one you never see experienced wrestlers do. They wrestle with a motive, which is to perfect holds and locks and increase speed and agility. Sometimes at the wind-up they will let out, but not very often.

Matcraft is essentially brain work, and it is the fastest thinker who succeeds in bringing into play more of the feints and dodges that are so baffling to an opponent. One example is this. Suppose you are both in head locks, when suddenly you swerve, turning completely around so that your back is to your opponent. Quickly and naturally he will act to secure a rear waist hold; but the moment you turn in, if you completely relax and allow yourself to come to the mat, your legs will pass between those of your opponent's which will always be spread apart, you will slip through his arms in such a smooth way as to momentarily appear as though you had evaporated. With him thrown off his guard, you are in a position to bring him to the ground by a double ankle hold. Of course it is understood that you have to work fast.

If your opponent is acting in a way that perplexes you when standing up, it is a sure sign that he is working you into some maneuver. Then it is up to you to make him change his mind by adopting a move that gives him no opportunity to carry out his act. A clever move is to let the right leg go forward, and sit on your buttocks on the mat, and spin around on your seat in a circle. You are perfectly safe even if you immediately stand up, which is done by throwing the right leg under yourself, when you will be half up and down, on one foot and one knee. If he charges you when "seat spinning," throw yourself backwards, and he will fall short or as the mat fan would say, "where you are not." The value of this is that it mentally changes his tactics, and such throwing off guard helps to demoralize an opponent.

I have often baffled an opponent of whom I was suspicious by quickly circling him two or three times and working away to the farthest corner of the mat. I would stop there and step quickly as though I were going to charge, and as soon as I saw my opponent setting himself to

meet me, I would then step off the mat, and instead of stepping right on, I would walk the longest way around off the outside of the mat, before stepping on again at the center. This had a two-fold "fooling" effect. First, by quickly circling I made it appear as though I were going to attempt something, which compelled my opponent to forget what he had in mind; and second, when I stopped at the far corner of the mat and appeared to be ready to charge, my opponent believed I was cornered and became immediately exultant, thinking he had gotten me. I played to his emotions by wildly looking from side to side, and making him believe I realized that my sole salvation lay in charging, and then, when I stepped off the mat and walked along the outside, he either got puzzled or lost his head by charging as soon as I stepped on the mat. Then, by throwing myself to the mat in front of him, I left him to go flying over the top of me, a cropper.

There was another clever stunt I used to pull off, that I saw carried out with some real showmanship, for the first time when I met that wonderful, speedy Dane, Carl Van Wurden. This particular stunt is pulled off when both men are working down on the mat either on hands and knees or laid flat. I will tell you how it worked on me. We had been working fast and the Dane found my strength too much for him and my knowledge of the game his equal. He knew he would lose unless he could pull off some new move and get me off my guard. He was as slippery as an eel, and like lightning he slid over my back from side to side twice, when suddenly he stopped in his sliding process, and like a top he spun on his torso on my back, in three or four whirling revolutions like a dynamo. The crowd cried out—amazed, and they were no more so than I. I relaxed for the barest fraction of a second, thinking fast of what I was to expect; but that momentary relaxation was nearly my downfall, as it weakened my resistance and, like lightning, he slid off me and secured a headlock with the right arm pulling me on to my side, and with his left hand he secured a toe hold on my right foot and immediately rammed his head into the small of my back, and introduced me, for the first time, to the cruel bow hold. It came so quickly that I was powerless, thinking he would break my back, while the pain I suffered with the stretching of the torso was excruciating. I just had enough "head" left to work another piece of matcraft, and with my right hand I grabbed the mat, and pulled him and myself off the mat, which was the only way left for me to break the hold. I pulled this body whirl off many times afterwards on various opponents with success, and it always created a sensation. A man should always learn to be an artist in his maneuvers, for showmanship is what is appreciated by the spectators and whether you win or lose, that causes your services to be more highly valued. Always keep moving. It is very disconcerting to an opponent and relieves the contest from any monotony on your part.

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Our Girls' Circle

(Continued from Page 57)

holding them stiff and straight. At first you will be able to raise them only a short distance, but as you continue, you will find it becoming easy to raise them higher and higher, and the encouraging part of it is that the higher you can raise your legs, the more the flesh is being worked away.

You may also try waist bending: that is bending forward, backward and to the sides, being sure to get a full contraction of the muscles at each swing. If you do this work carelessly, you will do yourself absolutely no good. You must feel the muscles contract, but you must also be careful not to strain.

To reduce the bust, stand straight with hands on hips. Move your elbows back until they meet. Then stretching the arms in front of you, palms meeting, raise them above the head, again stretch them out and return slowly to first position. Make these arm movements vigorous.

After you have done this work for a while, we wish you would write us and let us know your results. If we can be of further help to you, we shall be glad to serve you.

Removing Blackheads

Dear Miss Heathcote:

After reading your very interesting article in STRENGTH in the October number, I decided to accept your kind offer to answer any questions on health or beauty. Could you please tell me of any good way in which to remove blackheads and reduce enlarged pores—especially those around the neck and cheeks? In doing so you would greatly oblige K. B.

Hamilton.

In removing blackheads you must be careful not to injure the delicate tissues under the skin, thus leaving an ugly scar that will take several weeks to wear away. Also, it is not well to steam out the blackhead. Steaming will cleanse the skin, but it will also relax the skin and, if persisted in, will bring a crop of early wrinkles; in which case the cure is worse than the disease. Try rubbing the following lotion into your skin:

- One and one-quarter ounces Green Soap
- Two and one-half drams Alcohol
- Two and one-half drams Glycerin
- One and one-half drams Borax

After rubbing it in remove the blackheads with something not too sharp. Then close the pores with alcohol. (Your druggist will probably be able to give you an alcohol preparation which will not injure your skin and yet will be exempt from the Volstead Act.) A very good idea for closing the pores and making the skin healthy, is to wash first in warm water (never hot) and then rub ice over the surface. You will find this method also very invigorating.

Dark Circles Under the Eyes

Dear Miss Heathcote:

I read in the October number of STRENGTH that you are going to conduct a column answering health or beauty questions. I am sixteen years of age and have dark, sunken places below my eyes (characteristic of old age). Will you please tell me how to remedy this?

F. M.

Joplin, Mo.

Those dark circles may be danger signals, my dear. They mean that you have already

dropped outdoor sports and settled down to a routine which is giving your body no exercise whatever. The fatigued condition which results from lack of exercise or of rest, is usually responsible for the dark circles. Try some setting-up exercises, if you will, but I would advise you rather to go outdoors and play ball or tennis and to swim. At your age the fun you will get out of it will be worth a great deal more to you than straight exercise, and it will probably bring natural roses to your cheeks along with washing away the dark circles.

Eye strain frequently brings dark circles. You might consult an oculist and make sure your eyes are in good condition, or if they are just naturally a little weak, bathe them in a mild, boric acid solution (just tepid) when they are tired, and give them frequent rests. A very good way to rest them is to place a dark cloth over them and relax for fifteen or twenty minutes.

For a Beautiful Form

My dear Miss Heathcote:

I wish you would give me the correct measurements and weight for a girl of 5 feet, 3 inches tall, age 28 years. Know I need exercises for my hips as I carry surplus fat on the back and below the waistline and thighs. I am enclosing measurements.

My weight is over, but by dieting, my face gets too thin and my collar bones are too prominent.

I. F.

Fort Benton, Montana

Here's a tip for you, my dear. Your proper weight at twenty-eight should be no greater than your proper weight at twenty-five. There is a tendency to grow more fleshy as one grows older, but that is just the tendency we must combat.

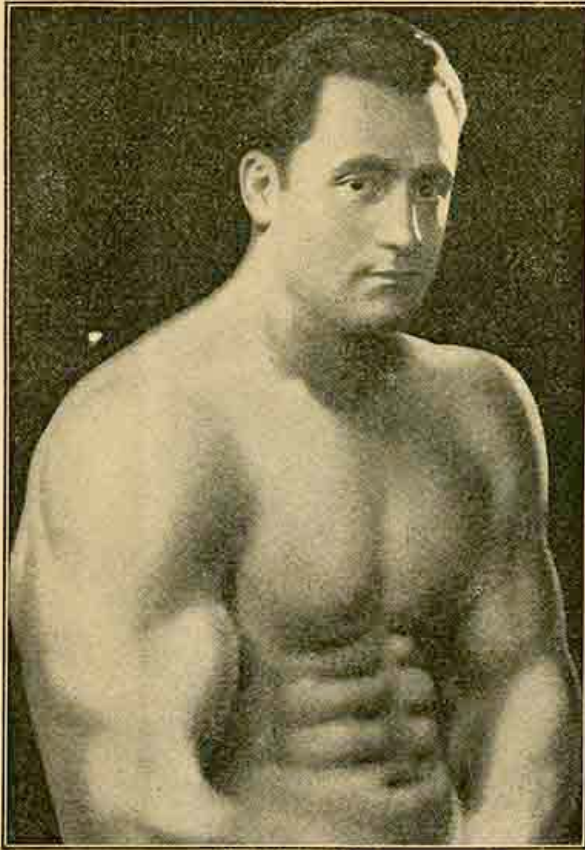
Now as to the correct measurements for five feet three inches, that is something that cannot readily be decided, nor can I give you the correct measurements for your type because you do not tell me the ankle and wrist measurements. I can tell you what the normal feminine form (with our ideal of slimmest taken into consideration) is for the modern girl.

Height	5 ft. 3 in.
Weight	119 pounds
Neck	12.2 in.
Chest	28.8
Waist	24.7
Hips	35.2
Thigh	21.6
Calf	13.3
Ankle	8 in.
Upper Arm	10.6 in.
Forearm	8.5 in.
Wrist	6 in.

Your waist and hip measurements are a giveaway—you are carrying a little too much flesh around with you. The best way to get rid of it is by exercise, and I refer you to the directions given Mrs. W. C. L. this month. Also, the work given in *Exercising for Grace*, is strenuous enough to build muscle and by so doing, must, in the very nature of things, burn up the fat.

As to dieting, the fact that your face and neck become too thin, proves that you are depriving yourself of needed nutrition. Be governed only by the suggestions given Mrs. W. C. L. in regard to eating.

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All I ask is that you lend me that body of yours for a few weeks and I'll make you a Newer and Better Edition of Yourself. I want to show you what is possible—The Miracle of The New YOU! When you look in the mirror a few weeks from now, man, oh man! you'll actually *startle* yourself. Let me take you in hand and I'll develop Undreamed-of Powers within you. I'll make you more agreeable, more cheerful, attractive by developing a Perfectly Poised, Hypnotic Personality that will bring to you anything you may desire! Don't make yourself wait any longer for this NEW Life, Fresh Vitality and Wider Range of Personal Opportunities. Don't go without Life's Prizes of Personal Achievement and Hopes Fulfilled when they are RIGHT HERE holding out their arms to you! **MAKE YOURSELF** get the Atlas System which is recognized thruout the whole wide world as the

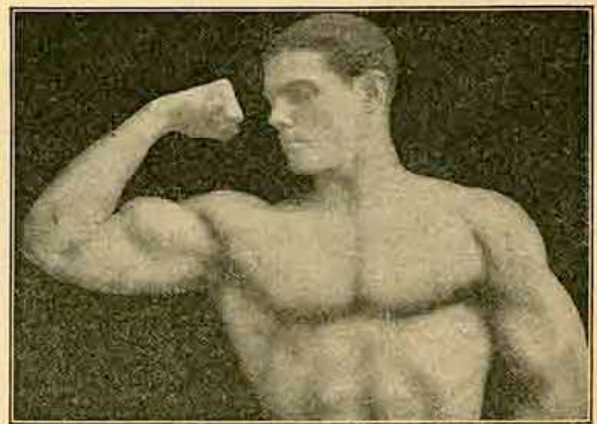
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A. SANSONE

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I wish I could show you pictures of hundreds of other TIGER-MEN I've made, but space forbids. So I've published a brand new book: "SECRETS OF MUSCULAR POWER AND BEAUTY." Its scores upon scores of inspiring pages are alive and sparkle with the astonishing secrets of the most perfect man in the world. This big FREE Book will put a New KICK into your life in a most amazing way! As you read its startling message, look over the marvelous pictures, it will Blast a New Road in Your Life and may change your whole career! The book is FREE, so don't miss getting it at once. Don't wait a minute. Clip and mail the coupon at once for a thousand surprises await you!

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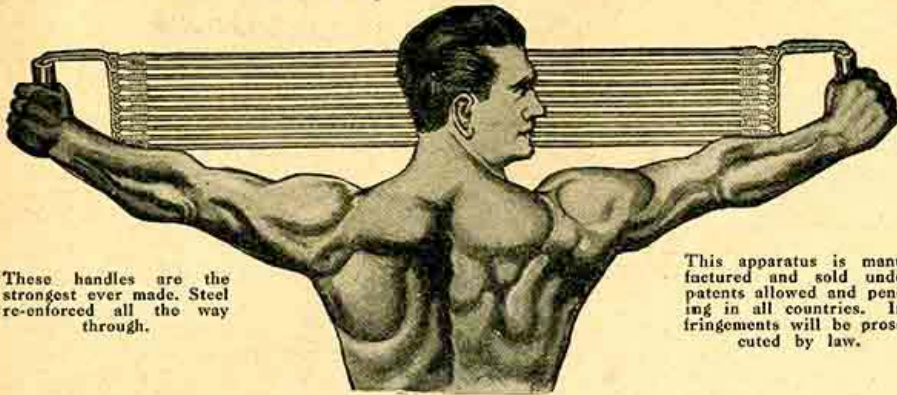
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THINK what it would mean to you to be five or ten times as strong as the average man—to have many times his pep, energy and vitality—to have muscles like steel cables all over your body—to enjoy the keen satisfaction of knowing that you could perform incredible feats of strength with the ease and sureness of the professional strong man. Nature gave you the frame and the muscles. Now you need only the *right kind* of regular daily exercise to develop them to their fullest capacity. And remember that as you grow in strength you also grow in confidence and the ability to handle yourself in any emergency that calls for the courage and power of a *real man*.

The McFadden Patented 10 Cable Progressive Exerciser

will positively give you strength like that. It will add inch upon inch to your arms, legs, neck and chest, greatly increase your heart

and lung room, vastly improve your blood circulation, and make you stronger, healthier and more vital in every way.

This Exerciser Has a Resistance of from 10 to 200 Pounds

With the patented handles, which are a part of this apparatus, you actually have two 5 cable Progressive Exercisers that can be instantly converted into a 10 Cable Progressive Exerciser. The safety snap hooks can be

quickly adjusted, giving you as many cables and as much or as little resistance as you want. The progressive feature allows you to increase the resistance as your muscles become stronger.

My New Patented Stirrup Builds Legs of Steel

That's where most of the big fellows are weak—in the legs. But the ingenious new stirrup that I have added to my 10 Cable Progressive Exerciser will build your calves and thighs to marvelous proportions. It is made of one piece steel and stands a resistance of from 50

to 1,000 pounds. It can be attached to any 10 Cable Progressive Exerciser. Strong, muscular legs are a vital necessity to anyone who goes in for any form of athletics. This device is the only one designed to develop the leg muscles.

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No man can claim to be a *strong man*, unless the muscles of his neck are fully developed. The McFadden Patented Head Gear will positively increase the size of your neck **ONE FULL INCH** in a few weeks. This apparatus

is simplicity itself. It is adjustable, and will fit any man or boy. By using it in connection with my Progressive Exerciser, there is no reason why you can't be just as strong as you want to be.

SEE WHAT YOU GET—

My Complete \$30 Outfit for the Introductory Price of Only \$8, Including My Incomparable 12 Weeks' Instruction Course.

After you have used my apparatus a few weeks, you'll be the first to admit that it's the greatest eight dollars' worth of sheer value you ever received. It has changed many a man from a thin, puny, undersized weakling to a prodigy of physical strength and rugged health.

Here is what you get—a complete outfit for developing every muscle in your body.

Any of these can be purchased separately at the price shown.

10 Cable Progressive Exerciser, worth..	\$8.00
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all other parts of your body in proportion. Think what this means. In a few short weeks you are a new person—well on your way to be a professional strong man if you wish. If you are not fully satisfied, your money will be refunded without quibble or question. Start today along the royal road to health and strength—send **NOW** for this great body-building outfit before you forget it.

My Guarantee Is Backed by a \$10,000 Challenge

MICHAEL McFADDEN Dept. 65, 103 E. 13th Street
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Acidosis— and How I Cured It

(Continued from page 64)

healthy can know or understand such a wholesome hunger, and all the time that I am eating it I am conscious of the superb way in which it will nourish me.

Pies, cake, candy, puddings, I scorn! I don't have a shade of desire for them; they only satisfy a diseased appetite. If you eat food that absolutely feeds and sustains the body you never, never, sense an instant's desire for any unwholesome food. Remember it is always a diseased appetite that craves such things.

I now eat meat, but only once a day and then a very small piece—one chop or one slice of breast of chicken. Whenever I eat meat or fish of any sort I always increase the quantity of spinach that I eat. I do not eat meat more than four or five times a week and the other days I eat at my hearty meal the yolks of two eggs coddled, never cooked any other way, and *never* the whites. The yolks and whites require different degrees of time for digesting and for me the white is no good. I want only the yolks that make blood rapidly and give strength to the nervous system. If I eat legumes, that is, peas, beans, lentils, I cut out meat, fish, eggs and cheese. They must not be combined. This refers to the drier varieties, string beans and young fresh peas being treated much the same as leaf vegetables and coming under the heading of green vegetables.

Sometimes in place of the vegetables, soup and whole wheat toast I substitute a dish of cereal with cream—not denatured cereal, but freshly and coarsely ground whole corn cooked in a double boiler for three hours, or freshly cracked wheat cooked in the same way. No sugar, syrup or sweetening of any sort used, as it causes fermentation and poisoning and acid later. Just cereal and cream and perhaps a head of lettuce.

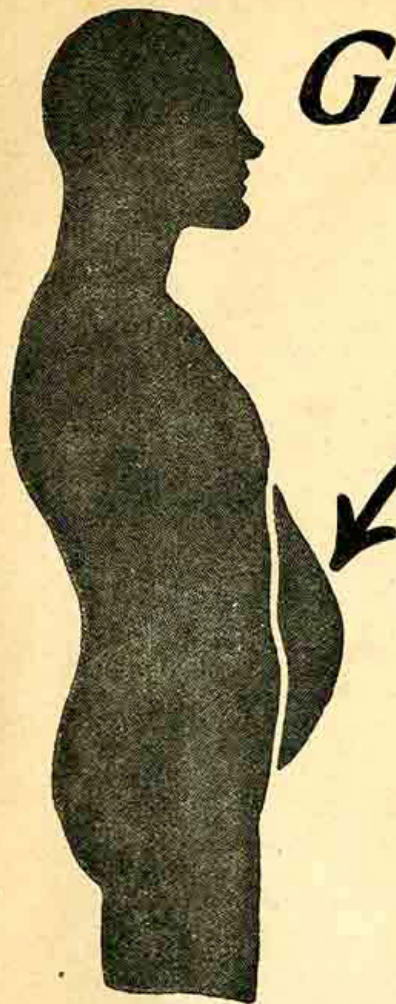
It amuses me when I think of the conventional salad usually served. Two or three leaves of lettuce with a dab of something on top of it and a lot of vinegar in the dressing. In contrast my salad consists of a whole head of lettuce or romaine on a big dinner plate with a sprinkling of oil and a dash of salt, but frequently without anything on it—just the crisp washed leaves taken up in the fingers and eaten with rare delight.

It may be needless to add that all refined and denatured foods were long ago discarded by me.

If any of the millions of acidosis victims who read this really want to follow it and get well, let them remember to be faithful to green vegetables and eat gigantic salads.

If you doubt that you have acidosis, just consider if you ever have a sense of fullness after a meal or if it is difficult to keep awake late, or if you are the least bit constipated or have a coated tongue, for then you may know that you have some degree of acidosis. I have made no mention of the vigorous and regular exercises that I now practice daily, for that is another story and belongs to my restored days rather than to the period of ill health and struggle to cure myself.

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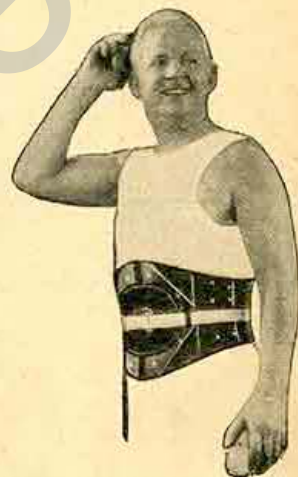
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Exercises for the He-Man

(Continued from page 48)

most physical energy, and yet it is common knowledge that this is not the case. The more (within reason) that you make your body do, the more it is capable of doing. I feel that if every beginner would keep this in mind there would be a greater number who would carry on past the sticking point, as it were, in their physical training endeavor. I mean by this that those who have led a life of ease as far as physical exertion is concerned, will naturally experience—and probably give in to—the desire to quit before their muscles have become accustomed to exercise. This accustoming of the muscles to exercise is nothing more than your energy catching up to and passing the demand you are putting upon them.

Increased energy or endurance cannot precede physical exertion and, therefore, must follow it. That is why you must exercise steadily a few weeks before you gain that desire for exercise, which is

really the increasing of your energy. In those first few weeks you have the jump on your ease-softened energy and you feel stiff, sore, skeptical and ready to quit. But if, at this stage of the game, you will remember that your energy and endurance will soon catch up and surpass the demand, you will be better equipped to continue on to that point where you will be just bubbling over with pep, and where your muscles and joints will demand exertion rather than loathe it.

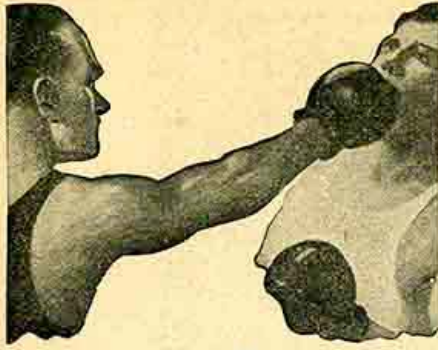
So when you feel tired out from doing nothing, don't sit or lie down as you feel like doing. Instead, rest yourself by exercising your muscles. For, as I started out to say before, the less physical work you give your body to do, the less it will want to do. Your muscles will easily fool you with the excuse that they are tired when in reality they are only lazy. This is nothing new. Almost everybody knows it to be a fact, and yet all of us at times will let our

muscles fool us into continued inactivity.

An extremely young person will find what I have just said in regards to lagging energy not as true in their case as an older person will.

There are a lot of people who look on physical exercise as a sort of fad. And if they are subject, often or only occasionally, to headaches, pains in the back, neuralgia, dyspepsia, heart palpitation, changes of temperature, spells of irritability and lack of energy, they attribute these ailments to some internal disorder and not to the real cause—lack of exercise. Even the nerves, as well as the muscles, become feeble through prolonged inactivity.

Do you know that, through prolonged inactivity such as a sedentary life followed well into middle age, one's muscular tissues can degenerate to such an extent that a sudden and violent action would be very liable to actually tear those muscles across or apart.



How to become a Good Boxer

You will never become a good boxer by letting a second-rater batter you around while you try to guard and strike back in hit or miss fashion. Boxing is a *science*—and to become a good boxer, you have to learn the fundamentals. The same fundamentals that make a Jack Dempsey or a Benny Leonard are necessary in *your* training.

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The Mat

(Continued from page 62)

of the arms become, and the thicker will be the wrists from the enlarged ligaments and growth of muscle attachments upon them.

Of course, the size of your bones will, to a certain extent, control the size of your forearms, but the man power can be relatively the same. If you have a 6½-inch wrist, it should be reasonable to expect to develop a 12½-inch forearm, or if it is 7 or 7½ inches, a 13 and 13½-inch forearm can easily be obtained, and if a person so desires, he can develop his arms to the larger proportions that many of our strong men have. Perhaps you know of some friends who can perform good feats of gripping strength. If so, write and tell me about them, and if possible, enclose a picture of them doing the particular stunt.

* * *

This month I am submitting, for your approval, three poses of Marquis Losey, of Jersey City, that will prove for themselves the results that can be obtained from body culture when enthusiasm is coupled with a pupil's regular training program. It was this quality that attracted me to Losey in the first place. He is always so modest about himself, but greatly enthused with the prospects of the physical possibilities that lie ahead. His physical strength is even greater in proportion to his body-weight than his development. Weighing 140 pounds, he has accomplished, in the two-hand Military Press 170 pounds, and 86¼ pounds with one hand. These feats are splendid for his poundage. In his letter he writes:

"I realize that I am not perfect, yet I am proud of my present condition. When I say proud, I do not mean that I am satisfied, for I never will be that until I am as nearly perfect as can be."

Losey is a young man who has already gotten a lovely physique and lifting records to be proud of, but these accomplishments have not developed a swelled head. He still figures he has a lot to learn, and would rather be guided by the maturer judgment of his instructor than try to guide. He knows that such an attitude means a short cut to the goal of his ambition.

In this respect he reminds me of that sterling lightweight, Robert Snyder. Everybody who has met "Bob" has found that he is a better listener than a talker; which is the reason why he is so good and is invariably the case with all genuinely good men. You cannot do better than copy these two examples of physical culture.

* * *

New Bedford, Mass.

Editor of *The Mat*.

Dear Sir:—I am greatly interested in *The Mat* and enjoy it all. I like the "strong man" stuff, and my favorites are the Nordquests, Jowett, and Steinborn. I am greatly interested in walking and am a great hiker.

I would like to know what some good hiking records are. I don't mean record championship walks, but walks that have been done by amateur hikers, or a real feat of endurance by some trail breaker.

It always seems to have more of adventure about it than a walking race.

Wishing the old magazine the best of luck, I am
 Yours truly,

A. THOMASON.

It is really hard to answer Mr. Thomason's letter as to which is the best walking performance, for it lies mainly upon the condition under which the hike was performed. I have had some hard experiences in Canada, my home country, but in the particular cases in my mind, the distance covered was not so great as the circumstances under which the walks were compelled. If you have never walked eighteen or twenty miles breaking a new trail in a blinding, east wind snow-storm, with the thermometer so low that your blood felt like ice, and your breath became frozen into icicles on your breast, that your eyes were almost stiff in your head with the eyelashes frozen onto the cheeks, and you were able to see hardly a foot ahead, you will not be able to fully comprehend the significance of such walks; yet you will feel you can appreciate reading the experience, much better than you could merely reading of such and such a champion walker who stepped over a given distance in a certain time.

I will repeat for the benefit of Mr. Thomason and of all of you, one circumstance that is unique as a record performance over a certain distance, and has never been duplicated by a white man as yet. This was performed by a fellow countryman of mine from Nova Scotia, Wallace Boyd, who made his haunts through South America and Panama. The following performance was done in the course of a hike through the jungle from Colon to Puerto Limon in Costa Rica.

In the course of this hike, he had to pass over the Perro Boquetta, an extinct volcano, where, from a pass, he could look on the Caribbean Sea, where the Atlantic and Pacific oceans come together. In order to see this, he left City David in the Republic of Panama, and arrived at Chirique Grand, a distance of seventy-five miles, that was trugged through mud and over mountain trails in two days. Amongst the coast natives who were largely Jamaican blacks, it was considered a five-day journey, though it had been done by a black in four days; but Boyd was the first white man to make it in two days, and the record still stands. It has been said that the Indians have covered it in the same period of time, and on one occasion in less, but no white man has ever been able to duplicate that dog trot, slip shod shuffle, which is half walk and half run so peculiar to the Indians of this continent, that simply devours distance, and has made them invincible on the trail. There are people who will read this who will say, "Seventy-five miles in two days is nothing." Well, try and do it as Boyd did, climbing over mountains, and muddy trails, hacking his pack, and I think after the experience you will be satisfied that it is a wonderful feat, and hard to beat.



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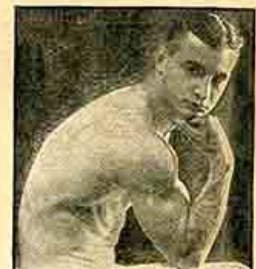
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The Keystone of Modern Football

(Continued from page 28)

opposite end. The old style tackle has gone.

You do not have to go so far back through the years to recall the days when the secondary defense crouched right in back of the line and was on the job in a couple of steps to help out a forward who was giving ground under a stiff onslaught. Today there may be one back in the new style of formations who plays close enough for that, and if the team uses a roving defensive center he is also available, but it would be suicidal to bring the other backs close. With the highly developed aerial offensive that most teams have now there would be nothing left to stop them.

This question of tackles is a bigger problem right now to the average coach than any other one position on the team. Great tackles can make mediocre backs look like brilliant stars. For the past few years Cornell's famous backs, Kaw, Pfann, Ramsey and Cassidy have been given most of the credit for the really amazing power manifested by the Ithacans. They were good backs and their play was precision itself. But they were great backs only because Cornell's superb tackle play made them great. On a team without a tackle like Sundstrom it is very doubtful whether any one of them would have been classed as great. Much of Cornell's success was based on a quick thrust that either went inside or outside of tackle with the back carrying the ball running directly up to the line in back of the guards, then swerving to run along on a parallel line with his linemen and cutting through the gap that was opened by the tackle. This, with a quick reverse play in which the ball was also carried off tackle, made Cornell. Undoubtedly those Cornell teams were brilliant teams and went unbeaten until they lost their veteran tackles. This season without those pillars in the line, lacking a Sundstrom, Cornell fell by the wayside.

Yale, a colossal machine that simply crushed everything in its path last year, lost its giant Milstead and Blair, who was also a great tackle, and this year Yale is not the team it was last, not by some juggernauts. If anything further need be said about the value of a man like Milstead in the line those who saw his huge form batter great holes in the Harvard and Princeton lines can readily furnish it.

Look back over the list of upsets that have strewn the gridirons of 1924 with shattered hopes and you will find that in every case the team of which much was expected and which failed to come through had a weak spot between guard and end. Those upsets were not really upsets in the minds of the coaches and the real football world generally.

Given one outstanding tackle today and the modern coach can build his whole team around that player. In such a tackle he has a man who is a combination end and guard with a lot of the backfield player's ability thrown in. And such a player does have

to be an all-around star who can charge in close with terrific power to hold an assault at the heart of the line, who can race out with the fastest of backs and check them when they attempt to swing the ends, who can not only tear gaps in the enemy's line and act as interfeerer when his own backs are carrying the ball but also speed down field as fast as the ends under a punt and half the time be the guardian angel who protects the eligible man on a forward pass.

There have been a goodly number of such men in the past few years. At least, it has seemed that there was a goodly number of them because the coaches realizing the absolute necessity of finding such players groomed the most likely looking men on the squad for the berth, frequently converting backfield stars into tackles. But probably one of the reasons great tackles have seemed rather plentiful is because the outstanding teams have invariably been equipped in this position.

Take the case of Stan Keck at Princeton in 1920 and 1921. In 1921 that Tiger array was the most brilliant in the country. Why? Well, a great deal of credit was given to the flashing backfield but the answer was that Princeton had the greatest tackle of the year in Keck and also had one who was almost as good at the other side of the line in Herb Treat. They were a pair to make any line or any backfield look great.

In 1923 the University of Pennsylvania had about as weak a team as represented any big college in the country. They were veterans, most of them with two years Varsity experience in back of them, and they were big enough but the team had nothing once the game started—that is nothing except a great tackle of real All-American calibre. He was John Thurman. It was pitiful to see that team attempting an offensive. They didn't even know the signals and frequently one half of the backfield would be set on executing one play and the other half another. There was no co-ordination, no real team there. But that Red and Blue array fought some of the best teams in the country to a standstill, beat a fine Naval Academy team, battled one of Pop Warner's brilliant Pitt squads into the ground and came within an ace of stopping Cornell's juggernaut. The real reason the Ithacans beat Penn being that they had Sundstrom to match against Thurman, one great tackle against another equally great tackle.

This year's game repeated the story of last year's game with the boot on the other foot. McGinley, playing his last game against Cornell, had developed into a better player than Thurman had been in his palmiest days and Cornell, with a pair of good tackles, but without a great tackle, lacked the punch to win their game even though they made seven first downs from scrimmage to Pennsylvania's two.



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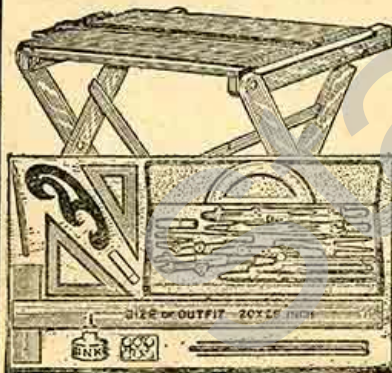
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How to Develop the Neck

(Continued from page 39)

Apple" will not be so conspicuous, and the hollow at the back of the neck will have filled out between the line of the shoulders and the base of the skull that is known as the "Cervical" section of the spine. This will give to the neck the appearance so pleasing to the eye by its breadth and erectness.

It should be easy to increase the measurement of the neck at least one inch inside of thirty days.

As a general rule, weight lifters do not pay the amount of attention to their necks that they do to the other parts of their body. Consequently, that part of their development is usually poor. The most successful lifters are they who possess magnificent necks, and in general they are the class of weight lifters who excel in the two-hand "Jerk." This lift is one that requires tremendous vigor and strength, and a lift that very few weight lifters have excelled in, according to their bodyweight and their other lifts. It is always considered a remarkable feat of any athlete to be able to swing his bodyweight overhead with one hand (and it is a wonderful feat, but one where more science can be drawn into action than on any other lift), but on many occasions a lifter has swung his bodyweight and more, yet how very, very few have ever lifted twice their bodyweight in the two-hand "Jerk." They who have, have been men of great concentrated energy and in all cases have possessed wonderful neck development. Maxick, Whur, Moygrossy, Kosakewitz, and Otto Arco have each accomplished this remarkable feat and are the living examples to which I refer, and what prodigies of power they were—men who actually pulsated with energetic vigor, but not the marvels you think they really are. Of course, they have performed the wonderful; but they exist greater in my mind as men who were more thorough and consistent in developing every part of the body to its limit, and particularly the neck. Unlike most of our present day lifters, they not only knew the possibilities of neck development; but they made it practical and demonstrated their efficiency by elevating a poundage overhead that placed them all in a class by themselves. Of course it is less possible for a heavyweight to duplicate this feat, but I honestly believe we will see 400 pounds elevated by a much lighter man than Swoboda, and I believe a 200-pound man will do it.

Taking the high poundages lifted by the big men like Saxon, Hackenschmidt, Steinborn, Lurick, Temili, Steinbach, Witzelberger, and many others I could mention, you will find, on looking over their measurements, that their necks had all a perfectly well balanced formation. The poundages of other lifters are very low in comparison, and on all other lifts there are more exponents per quota, but for great two-handed lifters, we have had

to wait a long while in between; as in the case of Steinborn who was the first to surpass the record of the great Louis Cyr after all those years.

In writing articles I do not care to mention my own past performances; but since they have often been referred to by other authorities who have acclaimed me as one of the best double-handed lifters in America, there will be less an appearance of blowing my own horn in repeating same. On two-handed work I excelled, and I have always possessed a well formed neck that measured around 18¾ inches, at all times, and probably I was the only one to come up to the high poundages in the classes lower than the heavyweight since the advent of Maxick and the other European wonders.

Yet it stands to reason, if wrestlers can develop such terrific back and neck power through the stimulation of the nervous centers, that weight lifters can duplicate the same power and I believe, to a better result than wrestlers, for a lifter can specialize on one lift by bending all his physical, mental, and nervous abilities to that one accomplishment, and since his operative powers are more greatly demanded from the shoulders to overhead, he is employing all his facilities on a level in the exact region where the nervous vigor and activity is more manifest. Having less distance to travel in order to stimulate, it can throw a greater amount of energy directly where it is required to a more successful issue. In other words, the nervous power intensifies the "snap" into greater action.

I have never heard any one who knew them speak of the men whose names are herein mentioned for lifting double their bodyweight, but who exclaimed that "it did not seem to be the vast amount of physical strength they employed, as much as the tremendous amount of dynamic energy they displayed." And so it is. It has always been my contention that if lifters would include more neck work in their training program, they would develop some of the wrestlers' highly intensified form of nervous vibrations that give such dynamic propulsion to their muscular action, and that would make them more successful in all their efforts.

Therefore, when body-builders begin to realize that it is to their greatest advantage to pay as much attention to the neck as they generally do to the torso or biceps, they will begin to reap the fruit of their labors. Weight lifting enthusiasts will then create higher lifting totals, and one and all will inherit the cardinal features that never require a person to take off his clothes in order to convince one that he is a well developed man. Your appearance will speak for itself right in your clothes, in that many military carriage you will automatically assume from being the proud possessor of a well developed neck.

Publication of Posing Contest Photos begins in the February issue of STRENGTH. Have you sent your photos in?

February 25th is the Closing Date.
See STRENGTH Posing Competition, Page 49

Is Pellagra a Poor Man's Disease?

(Continued from page 25)

been possessed of the strength of Lady Macbeth she would have lacked the sweetness, winsomeness and pathos of her character, but she would have steadied Hamlet and revived his faith in human nature. It was precisely because she failed him in the crisis, and at the instigation of her meddling father, Polonius, entered into a maze of deceit unworthy of her affection, that her distracted lover, disappointed, disillusioned and undone, yielded to the melancholy of his despair, out of which he would have never emerged had it not been for the fiery conduct of Ophelia's brother, Laertes, in the graveyard.

The action that followed was made possible only by Laertes and his treachery in poisoning the point of the foil with which he engaged Hamlet in the bout before the king that led to the latter's death.

Old Polonius himself, senile, verbose and ridiculous, is quite as important to the progress of Hamlet's revenge as any other character in the play. If he hadn't been discovered behind the curtains of the queen mother's bedroom, Hamlet wouldn't have killed him, Ophelia wouldn't have been drowned, and there would have been no sword play between Hamlet and Laertes.

Even such minor characters as Horatio, Rosenkranz and Guildenstern are essential to the unfolding of Hamlet's character. Without Horatio, his manliness and the loyalty of his friendships couldn't have been suspected.

Not one character, but the entire group—the ensemble—constitutes the important thing in Hamlet.

Not one vitamin, not one mineral salt, not one amino acid can be looked upon as over-important or as important at all, except when missing, in any consideration of the constituents of an adequate diet.

Happily if we don't refine our foods or bedevil them by unnatural severity in preparing them for the table we can be certain of obtaining in any simple combination of foods, such as are ordinarily craved by a hungry man, woman or child, all the carbohydrates, all the fats, all the eighteen amino acids.

It isn't necessary to clutter up our memories with hocus pocus tabulations of this or that number of grams, this or that number of calories, this or that requirement. Nature has done the job for us and asks only to be let alone so that she may serve us behind our backs, and serve us well.

The Government could lift up the food standards of the nation by discouraging trickery, subterfuge, sham, and the making of patented compounds.

The Government could prevent such abuses as bleached flour, sulphured fruits, sulphited molasses, synthetics of all kinds.

The Government could publish the plain truth with respect to the superior food value of unrefined foods, but instead the people must depend upon accident for their education in food values. They may, however, rely with complete assurance upon the bounties of Nature, provided they exercise a little common sense in the selection of simple, natural and unrefined foods.

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American Continental Weight Lifters' Association Notes

(Continued from page 43)

bridge. Fournier made another great lift when he succeeded in elevating 265 pounds. It is much more difficult to perform this feat with a dumbbell than with a bar-bell, as is generally used in other countries. The bodyweight of both men was,—Marineau 139 pounds, and Fournier 148¾ pounds. Arthur Giroux, the French Canadian heavyweight lifter, was referee with Donat Plourde as inspector of scales and announcer. It seems by the recent performances of Marineau that he is going back. At his best, he is a little wonder and undoubtedly the greatest lightweight in the world at the present day.

The one big problem is how the future Olympic lifts have to be performed in order that all lifters can rely upon one style and one ruling, and know that it will be accepted when the finals take place.

At the last Olympic Games held this year in France, the weight lifting contest throughout was a terribly confused affair. The national representatives of each country had a different style for each lift, and the officials in charge were, on the whole, totally ignorant of the rules that govern the various lifts. France made the mistake of allowing racial feeling to act for and against the different representatives. Much trouble was caused and on one occasion it almost precipitated into a riot.

President Jowett knows every angle and trick of every lift as each nation practices it, and is, therefore, able to make us wise in comparing records, and he rightfully says that an understanding has to be reached. He is at present negotiating with W. A. Pullum, the leader of the British Weight Lifters, and Monsieur Panesi, who is President of The European Federation of Dumbbell and Bar-Bell Lifters, in order to bring such an understanding about. When these men get together, France will be compelled to accept a definition or ruling that will be represented by a majority of officials who know what weight lifting is.

I asked our President why it was that other countries had better lifters than America, and he replied that it was simply because they had a higher standard. Where one class thinks 250 pounds in a two-arm lift is good, in Reval, Russia, they consider 300 pounds the standard for a two-arm lift. And most every lifter in that city can elevate 300 pounds in a two-arm lift. If you mentally consider a certain obstacle as nothing, it is a certainty that you will overcome it more readily than the person who is hesitant. The advice of our President is to keep your eyes on the foreign records, and accept them as your standard, and then our own national weight lifting accomplishments will eventually reach and, we hope, surpass those of the foreign competitor.

There is no reason why such should not be the case, for we are fortunate in having men in our organization who know all that is to be known about lifting weights, and whose knowledge is open to all members of the A. C. W. L. A.

JOHN BRADFORD,
Secretary A. C. W. L. A.

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What Do You Know About the Proper Diet For Your Children?

(Continued from page 29)

it is not fed in a sane, wise manner. In view of this fact this article is a plea to mothers to learn what constitutes a proper diet for a child. Following such a diet will not only prevent infantile paralysis, but a host of other diseases besides, and also provide their offspring with a properly balanced nervous system.

Most modern children are fed excessive quantities of sugars and starches—the sugar bleached with sulphuric acid and other poisonous chemicals and the starches bleached, denatured and powdered in most cases.

Take, for example, corn meal, a most nutritious food for a child in its unadulterated form, in winter especially forming a diet full of oils and natural sugar. It is easy to assimilate and a delight to the palate when properly cooked. But how is this wonderful food commonly brought to the child's breakfast table? A mass of waste material reduced to sapless ashes; all its oils extracted; its life germ drawn out and sold to farmers as superior hog feed or chicken feed. Nothing is left for the child but refuse which, as we have already suggested, may be more detrimental to the child's body than no food at all. Better give him one or two glasses of water and let him go hungry for a forenoon than to feed him with denatured corn meal.

A child fed on commercial, denatured corn meal or other denatured starches and sugars usually appears plump and round and gives to the average eye a deceptive idea of health, save that he is pale. The undernourished children of Germany during the war presented this pale, fat appearance. Like all others so fed, they were water-logged and had little or no resistance to disease. This condition is caused by an excessive carbohydrate diet which increases the water in the tissues.

These facts are so very evident and the proof lies so open to all that one would think that parents would take heed. But they don't. They go straight on feeding poison to their loved ones day after day. If a suggestion is made to them the usual response is something of this nature: "Why, everyone eats these foods and they are highly praised in the advertisements, so they must be all right, and besides see how fat and fine Jimmie looks!"

And so they go straight on feeding Johnnie canned vegetables, white sugar, fancy cakes, white bread, crackers, package cookies, dead and dry corn meal and other cereals, white rice, jam and preserves, and all sorts of products which are denatured or which contain harmful preservatives. Then all of a sudden, for no apparent reason, dear little Johnnie's nervous system crumples up and he is twisted out of human semblance with infantile paralysis and either fills a little white casket or carries about for the rest of his days a crippled or withered body that will never function properly or set him forth along life's highway full of the joy of unimpaired health.

Froude says: "The general ideas regarding the feeding of children, especially infants, are so abominably erroneous that it may be difficult for many people to accept the truth on the subject.

"There is sufficient evidence to show that diet is a great causative factor of the prevalence of sickness and the high mortality rate of children.

"Few parents would knowingly make their children invalids and sufferers throughout life, or kill them outright. But there is a criminal ignorance of the laws of health, and parents proclaiming their ignorance of the causes of their own ill health cannot be expected to guide their children aright."

The sixth International Conference of Physiotherapy, in April, 1923, declared: "Natural immunity to disease is very closely related to nutrition. As soon as a slight disturbance of nutrition occurs the child loses this natural immunity.

"The water content of the body is inversely proportional to the natural immunity. Water-logged tissues lose their immunity. Refined foods increase unnecessarily the amount of water in the tissues and promote a rapid rise in body weight.

"Children fed on a carbohydrate diet become water logged, fat, and show slight resistance power against infection.

"The lack of absorbable calcium salts in the diet, favors water-logging. Children fed on a largely raw milk diet do not become water-logged because of the immense amount of calcium in the milk.

"These statements deal a death blow to the common opinion that 'the nice fat babies' at baby shows and in baby food advertisements are healthy babies. Plumpness (water-logged tissues) has nothing to do with muscle tone, with normal functioning of the glands, with vitality or resistance to disease. A fat child succumbs more quickly than a child that is thin and muscular."

It is, therefore, an obvious truth that parents are to blame for their children contracting infantile paralysis, rickets, anemia and a host of other well known children's diseases. They pretend to love their children and yet do not take the trouble to learn the truth about diet, something that would take but little of their time and would save infinite time and expense later on.

Education along these lines would be something that would require study on the part of this generation alone. It would be quite a natural thing for our children to prepare and eat proper foods if they had learned to appreciate them in childhood.

We cannot throw the blame entirely upon our parents for the wrong eating which seems to have become a habit with us. Lessons in correct eating were not to be obtained as easily in their day as now. It is you who have learned the value of proper eating who will be responsible if through carelessness or indifference, the same mistakes go on from generation to generation.

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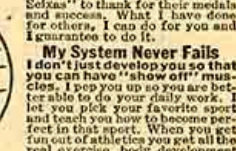
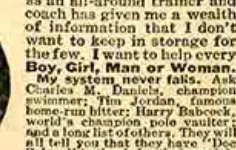
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Are You One of Those Who Will Die of Pneumonia?

(Continued from page 55)

potato aside and forget it. Stick to boiled, stewed and roasted or broiled things and cut down on the sugars. Surely those are simple rules of diet. It would be foolish to lay down more stringent rules for the great mass of us. We wouldn't follow them.

Now for exercise.

This depends a great deal upon the occupation and the amount and the type of exercise should be governed accordingly. To speak in perfectly plain terms—use horse sense. If nine-tenths of the people would do that, there would be very little need for physicians. Of course, when you take the finest motorcar that has ever been built and run it like a madman, you have got to call in the expert mechanic to fix it up.

The average person does not need gymnasiums and elaborately planned exercises that require a great deal of time and will power to carry out. Certainly, if you want an exceptionally developed body or muscles more powerful than the average, you do need special exercises, but the exercise that will keep the normal man healthy is just plain easy.

For the most of us, fifteen minutes a day at setting-up exercises is a mighty valuable thing and every human being who is physically able to, should walk briskly for a mile each day. That is the infallible way to get the blood circulating as it should and also to really give the lungs a chance to fill with clean, fresh air. It is not much to ask of any man or woman to walk a mile a day at a good, brisk pace and to spend fifteen minutes at the simplest of setting-up exercises. And remember, you are doing this to make yourself immune to colds and pneumonia. It is a prescription that will guarantee you good health.

If there is any one part of this entire prescription that is more important than another, it is sleep. With very few exceptions, every one of us requires full eight hours of sleep. Do not fool yourself into believing that you feel as good with six or seven as you do with eight. You may think you do but the odds are just about one thousand to one that some part of your body is weakening. Get those full eight hours of sleep if you would put your body into such shape as to avoid colds and pneumonia.

You have often heard the human body classed as the most wonderful machine that has ever been devised. It is. Why? Because it is the only machine that will repair itself if given the chance. And it is while you are asleep that the internal organs get their opportunity to rest and do their repair work at the same time. And while you are sleeping be sure that you are getting plenty of fresh air without drafts.

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Edited by **DR. JOHN HARVEY KELLOGG**
THE BATTLE CREEK JOURNAL OF HEALTH AND PERSONAL HYGIENE

Sample Copy Free. Good Health Publishing Company, Box 100, Battle Creek, Michigan.

There are those of us who are classed as shut-ins. We cannot help it. Our work is responsible. We have not built up our bodies bit by bit until they can withstand almost anything. And then we are suddenly exposed in some fashion and we lack the resistance to throw off the effects. Be careful of that sudden exposure. Avoid it until you have built up your body. Even a few weeks along the lines suggested and planned out for you above will heighten your resistance amazingly. Continue along those lines and it will be more and more difficult for you to catch a cold and pneumonia until you will be almost immune.

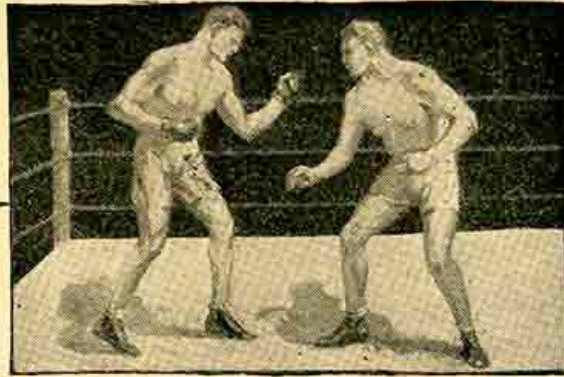
Only the physician can know the fearful havoc one of these Winter-colds works on a human body. You may get over it—and then develop pneumonia or almost anything else weeks or even months later. Of course, you would never think of blaming that cold you had a long time before. But the cold may be the real cause. It played havoc with you and you caught the other thing as a direct result.

In recent years the whole idea of the medical man has changed vastly. He no longer thinks of himself as mainly interested in curing people. His whole plan of work is to keep them in such condition that he won't be called upon to cure them because they will remain well. It is much easier to keep people well than to cure them. And the entire campaign of the medical man against colds and pneumonias has changed greatly of late. The thoroughly modern physician knows that if you catch cold or pneumonia, it is because you are below par in some respect. The new treatment for colds and pneumonia is aimed at preventing them and it is many times more successful than the old method of curing them. To an almost unbelievable degree you can be your own doctor for this. Follow out the plan outlined above and you will find that it is almost impossible for you to catch a cold; and if the whole nation would follow that plan—well, let us be conservative and say that pneumonia would only decrease about seventy-five per cent.

The Dinner Table

(Continued from page 59)

But here is my real discovery. I found that if the potatoes were thoroughly cooked I could put them through the potato ricer with their skins on, one or two at a time. I simply break the potato in two to get it started, put it in the ricer and push the handles together. The potato will come through perfectly riced and the skins will remain in the ricer. This skin should be removed by scraping it out with a knife before another potato is put in, if you want the potatoes to be perfectly white. But if you have an educated family, and I hope you have, who know the value of eating a part of the potato skin for its cellulose or "roughage," then let the skin remain in the ricer until several potatoes have been put through. Small particles of the skin will come through, but they will be so thoroughly broken up that they will not only be palatable, but will actually improve the taste of the dish with their nutty flavor. But of course this will make the potatoes



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Can a boxer best a wrestler? Bob Fitzsimmons, then world's heavyweight champion, attempted to answer this question years ago. "Bring on your wrestler," he said. Ernest Roeber, star wrestler of the period, was produced. *In less time than it takes to tell, Roeber had pinned Fitzsimmons' shoulders to the mat!*

In 1910, wrestler Farmer Burns met champion boxer, Billy Papke, then at the crest of his career. Burns at the time was fifty-one or two. Large sums were bet on the pugilist. *But eighteen seconds after the gong, Burns had Papke down!*

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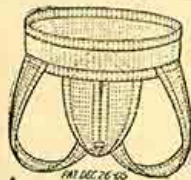
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look speckled. Visitors, who don't understand, might be shy of experimenting with what they consider a strange looking dish, but the best compliment I can pay to my guests is to serve them the natural, wholesome food that is the rule in our family.

After the potatoes have been riced they may be served just so, leaving the family to season them to suit their own fancy after they have been served on the plates. Or they can be seasoned with salt and plenty of butter in the kitchen and just stirred around a bit. This breaks up the ricing a little, but I think it is nicer to have them seasoned and ready to eat when placed on the table.

Or they can be made into regular mashed potato for the conventional guest who has never made a friendly acquaintance with the potato skin. After they have been riced, add a little hot milk, salt and butter, and then beat them until they are light and snow white. They will have a much richer flavor than potatoes peeled and boiled and mashed in the ordinary way.

After the potatoes have been mashed they can be slipped into the oven and browned on top. I remember how Mammy Nancy used to do this and when she took them from the oven, she knocked a hole in the crisp brown of the top and dropped a big lump of butter in it. It melted down and ran over the sides and all around. It looked what we children called "lickin' good," and I think we licked our lips as we watched the process.

Crusted Potatoes

And then everybody loves fried potatoes, but fried things are not good for anybody. All right, but this way won't hurt you once in a while. After the potatoes have been steamed, peeled and sliced, drop into the frying pan a generous lump of butter, large enough to prevent the potatoes from burning, according to the size of the pan; place it over the fire and let it get hot. Then drop the potatoes into the pan and let them brown, stirring them about when necessary. When done, sprinkle a little salt over them and serve immediately while crisp and hot. I don't call these fried potatoes; we don't eat fried things at our house; we call them "Crusted Potatoes." The butter is good food and does not have time to soak into the potato and make it soggy and greasy. This is one of the nicest ways to use leftover potatoes for breakfast or lunch.

There is another way that I call "Pan Browned Potatoes." I take left over potatoes that have been mashed or just riced and make them into small cakes or one large cake the size of the frying pan. And then I brown them in butter just as I did the crusted potatoes except that I omit the stirring. A deliciously delicate and golden brown crust will form on the bottom, and the cakes can then be turned over and browned on the other side. If one large cake has been made, it can be folded over like an omelet and so needs to be browned only on one side. This last is a little quicker if you are in a hurry.

I know that all these methods which I have just described sound very much like the same old fried, mashed and creamed potatoes that everybody has always had. But if you will examine the directions care-

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fully you will see that there is a difference. In each case the potato was first cooked in its skin, thus cooking into it, instead of out of it, all the food substance which lies just beneath the very thin skin, as well as saving the vitamins and mineral salts which are ordinarily dissolved in the boiling water.

In any of the methods described, a part of the skin could be left on the potato to be eaten, and the taste would actually be improved. If a part or all of the skin is to be removed it should be done while the potato is still warm, when only the very thin outside, brown covering will slip off like brown tissue paper. There is no harm in this brown tissue. It might be a valuable addition to the meal, for it is mostly roughage or cellulose, and although it probably has few or no nourishing qualities, it is laxative in effect. Eat all of it if you like, it won't hurt you. Or eat a part of it, especially if you need an extra amount of laxative food. The taste is very pleasing and, I think, improves the dish no matter how it is prepared.

Most of us are familiar with the doctor's warning not to feed the children "new" potatoes in the summer time. But we ought to be equally careful to avoid sprouted potatoes at all times. Both are in the process of growth and contain large quantities of a poison called solanin. That is the reason for not eating them. They may cause any degree of illness from slight digestive disturbances to "potato poisoning."

All the potato needs is a little care and intelligence given to its selection and preparation. If it can have that it becomes one of the most economical as well as wholesome foods. It will feed your family well and they will enjoy eating it.

Dear Mrs. Randolph:—

Do you always sift your whole wheat flour, that is, the package kind and also the home ground—the kind which I expect to have?

Thanking you, sincerely,
Mrs. P. A. B.

The only reason for sifting whole wheat flour is to make it lighter. No part of the flour should be taken away. The siftings which would remain after the flour had been sifted would probably be bran and should be mixed in with the sifted flour again before it is used. I sift my flour for cake and pie crust, using the siftings. It is not necessary for bread where the bread mixer does the work.

You may have trouble at first with home ground flour. My recipe is exactly right if Wheatsworth flour is used because Wheatsworth is standardized and always works up the same, regardless of season and place of sale. Variations in grinding as well as kinds and quality of wheat make great differences in the way the flour acts. I think you would find it worth while to get some Wheatsworth and make up a few batches with it according to my directions until you become accustomed to the way it behaves and the way to handle it. Then you would have a standard of judgment and could make whatever changes necessary in the amount of flour you would need when using the home ground product.

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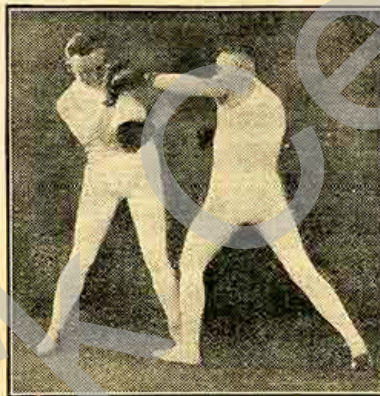
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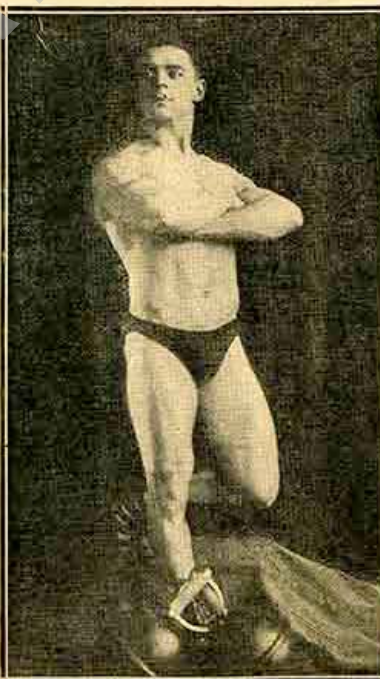
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I am glad to find your name a second time among my correspondents. I should like very much to know how you get on with the bread. The home ground flour is cheaper and just as good, but so many people get discouraged over the first failures because of the variation in the flour. If you manage to get over this difficulty, won't you write and tell us about it?

Park Place, New York City.
Dear Mrs. Randolph:—
Being a reader of STRENGTH and interested in anything that Mr. McCann has to say, I thought you might be interested to know about that "brown sugar." I have been getting mine at Lindlahr's Health Store in Chicago having it sent parcel post, five pounds at a time costing me \$1.18 all told. I have been told by them it is Louisiana brown sugar, no sulphur. Do you happen to know anything about it? It is certainly good and there is no comparison when it comes to eating this and—or—. Should appreciate hearing from you. All success to your magazine.

Sincerely,
MARGARET M.
Yes I knew about the Lindlahr's store but had never thought of sending that far for sugar. It makes it rather expensive to have it sent long distances by parcel post. Surely there must be some store nearer by that retails it. But for our readers who live in the Middle West this information may be welcome. Good brown sugar always costs more than white because the demand for it is much less and it has to be handled in such small quantities. The way to get around that is to follow Mr. McCann's advice and use less of it. A very little sugar goes a long way, and this fact is particularly important to remember around about Christmas time.

Baxley Ga.
Sept. 30, 1924.

Mrs. Jane Randolph,
Dear Madam:—

I am returning the pamphlet after reading it and want to thank you for lending it to me.

I have received several cards and letters regarding the open kettle syrup and brown sugar. I am answering them as they come in and when the new crop is made up, I will send you a sample and let you see if it is what the public wants.


I will also get a sample of the sugar and send you which will be along the latter part of October.

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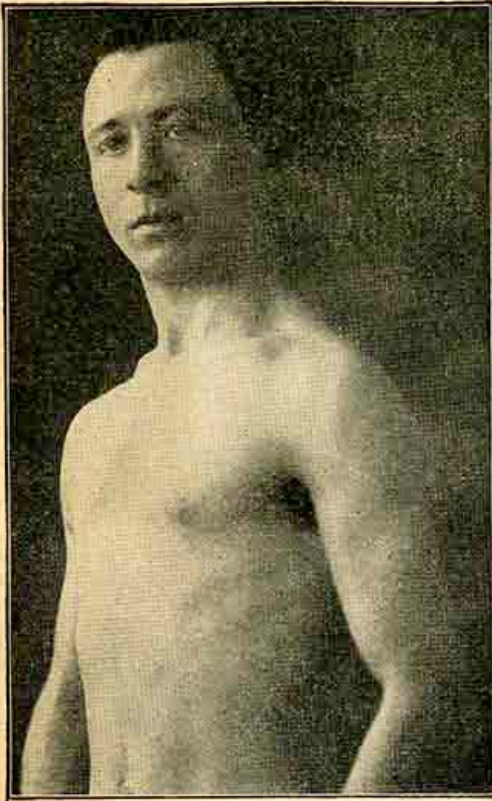
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His Appearance Transformed in FIVE MONTHS

Here is a case of a Milo Pupil, who, by a few months of persistent training, made himself into a new man. Read what he says about Milo Methods.



MR. MYSHNE IN NOVEMBER, 1923

Coney Island, N. Y.

Gentlemen:

I am very happy to send you my photographs as an illustration of the progress that I have made for the past five (5) months, during which time I have been using your bar-bell and instructions.

I have increased my chest 4 inches, my upper arms 1½ inches, my thighs 2½ inches, and my neck 1½ inches, etc. And more than that, I am "full o' pep" now. I have a perfect digestion and a sound sleep.

My energy increased so much that I never any more have a "blue Monday" and work seems play to me, although I am working physically. I think my photographs are a good illustration of all this.

I wish to express my deep appreciation for all that you have done for me, and I am sure that you can do the same for any man of decision.

You can freely use my letter and photographs for any purpose.

Yours gratefully,
David Myshne.



MR. MYSHNE IN APRIL, 1924

Isn't it amazing what a difference a few inches in chest girth will make! The picture taken in November, 1923, shows that Mr. Myshne at that time had a small chest, thin arms, and but little visible evidence of muscles on his shoulders and upper body. A close inspection of the picture reveals that he was so thin that his collar-bones projected. His chest measured only 35 inches. If you cover the face in the picture taken April, 1924, you could hardly believe that this

powerful body belongs to the same man who was so thin and undeveloped but five months previously.

The contours of his entire body were changed by our training methods. His chest became noticeably full, deep and round; the shoulders became broader; the neck rounder and more manly-looking, where a set of highly-developed, powerful muscles literally grew on the arms, shoulders, and torso. Even the facial expression was changed, because in the second picture you can see a new look of conscious power.

Yet his chest gained only four inches in size. It went from 35 inches normal to 39 inches normal. Understand this man has not reached his limit. We are not through with him. We do not consider that he is perfectly developed, and neither does he. Hundreds of our pupils gain just as fast as Mr. Myshne did. In fact, some of them have gained six inches, and even eight inches in chest-girth where he gained only four. He will probably gain four inches more in the next few months, and a picture taken in November of this year will show just as much improvement over the second picture as it does over the first.

MILO TRAINING METHODS WILL TRANSFORM YOU

All that you have to do is to put in about three hours a week practicing with an adjustable combination bar-bell under the direction of our experts. If you are thin, weak, and undeveloped, we can give you a powerful, vigorous, and beautifully-proportioned body. If you are fat, flabby and listless, we can reduce your weight, and give you the shape and energy of an athlete, and all in a few months time.

EVERY CASE IS INDIVIDUAL WITH US

Our pupils range in age from fourteen to sixty years, and each gets courses laid out to suit his individual needs and requirements. The training schedule given a young husky who is striving for development plus, is quite different from the schedule outlined for the stout middle-aged man who wants to regain his youthful shape and vigor.

STUDY YOUR OWN POSSIBILITIES

Very few physical-culturists know anything about their own possibilities in the way of development. A man with a 35-inch chest seems to think he would be doing something wonderful if he increased it to 37 inches girth; whereas it might be quite possible to bring that chest up to 42 inches by proper training methods. Similarly, a man with a 12-inch arm is too often satisfied with an increase to 13 inches, when it would be just as easy to get his arm to 15 or even 16 inches.

We urge every reader of this magazine to send for the two special pamphlets mentioned at the bottom of this page. They will be sent you absolutely free of charge, and will teach you more about your own possibilities, the man you can become, than anything else you have ever read.

Be sure and send for our big booklet.

"Health, Strength and Development and How to Obtain Them"
and the special pamphlets

"How Much Should I Measure and How Much Should I Weigh?"
and

"How Much Can I Improve at 20—at 30—at 40 Years?"

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MEN

READ THESE CHAPTER HEADS

For Fearless, Broad Minded,
Plain Speaking Discussion of
the Vital Personal Problems
Confronting Every Young Man,
Bernarr Macfadden's New Book

"MANHOOD AND MARRIAGE"

Has Set a Mark Never Before Approached

At last, a man has dared to speak the truth—the plain unvarnished truth. At last, a light has been thrown upon the darkness of prudery and ignorance which has so long surrounded questions of the most vital importance. At last, a revelation has appeared—a revelation through which more than 75,000 men and women have found peace and contentment, happiness and health.

Bernarr Macfadden has accomplished something never before attempted. He has dared public disapproval to tell people what they needed to know. He has dedicated to the young manhood of the world the fruits of his lifelong study and experience as teacher, physical culturist, and philosopher. He stands alone, the pioneer who points the way through an uncharted wilderness of ignorance to the glorious goal of complete understanding.



The Truth About the Sex Question

People have at last begun to realize that the immense importance of the "sex question" will no longer allow it to be hid away as a thing to be ashamed of. We are living in an age of plain thinking and frank speech. Subjects spoken of in whispers ten years past are now discussed freely over the lunch table. Why is it, then, that the most important question in the world—the question upon which the future of the human race depends—is kept a dark and mysterious secret? Why is it that so many young people are allowed to stumble along in blind ignorance, often wrecking not only their own lives, but lives of others as well, when it is so easy to teach them? Why?

Seeing the fearful misery everywhere about him, brought about by unfortunate marriages, separations, divorces, sickly children, and premature deaths, Bernarr Macfadden decided to kill forever the demon Ignorance which made these things possible. "Manhood and Marriage" is the result.

"As One Good Friend to Another"

It is far more than just a book. It is more than a course of instruction. Bernarr Macfadden himself lives in the pages he has written. His spirit is there. It is as if he were talking to you as he would talk to his own younger brother. He does not preach. He does not theorize. He does not mince matters. Macfadden is first, last and always a man—a man who has lived the same life as you have, who has undergone the same temptations. Straight from the shoulder, brass tacks, that is what he gives you, and it is this plain-spoken sincerity that has made his book a never-failing source of inspiration and comfort to the thousands of men and women who owe it to their whole life's happiness.

HERE MAY BE THE TURNING POINT IN YOUR LIFE

Chapter Headings of the Greatest Sex Book for Men Ever Written

The Importance of Virility
Am I a Complete Man?
Is Marriage a Necessity?
The Age to Marry
Selecting a Wife
Love Making and Its Dangers
Establishing the Intimate Relations of
Marriage
Marital Mistakes and Excesses
Regulating Marital Intimacies
Should Husband and Wife Occupy Sep-
arate Beds?

Conserving Love—The Basis of Marital
Happiness
Should Husbands be Present at Childbirth?
Are Children Always Desirable?
The Crime of Abortion
Divorce Physiologically Considered
Can a Wrecked Marriage Be Reclaimed?
The Erring Wife
Jealousy—The Green-Eyed Monster
Quarreling and Making Up
Sowing Wild Oats
How Virility Is Destroyed

The Truth About Masturbation
Seminal Losses
The Plain Facts About Varicocele
The Troublesome Prostate Gland
Impotence and Allied Sexual Weaknesses
Sterility
How to Build Virility
Exercises for Building Virility
Foods that Help to Build Virile Stamina
Diseases of Men—Their Home Treatment
The Prevention of Venereal Disease
Various Problems of Young Men

SEND NO MONEY

This remarkable book, so new in scope, so fresh in viewpoint, is crammed full of information neglected by old-fashioned sex hygiene. And so convinced are the publishers of its almost priceless value, so sincerely do they feel that it should be in the hands of every young man, that for a short time only they are making a most generous offer.

Don't miss this great opportunity which may mean the difference between lifelong happiness and sorrow. Tear out the coupon at the foot of this page and mail today but *do not send any money*. While the price of MANHOOD AND MARRIAGE is \$3.00 it is not necessary to pay us one cent before the book is *actually in your hands*.

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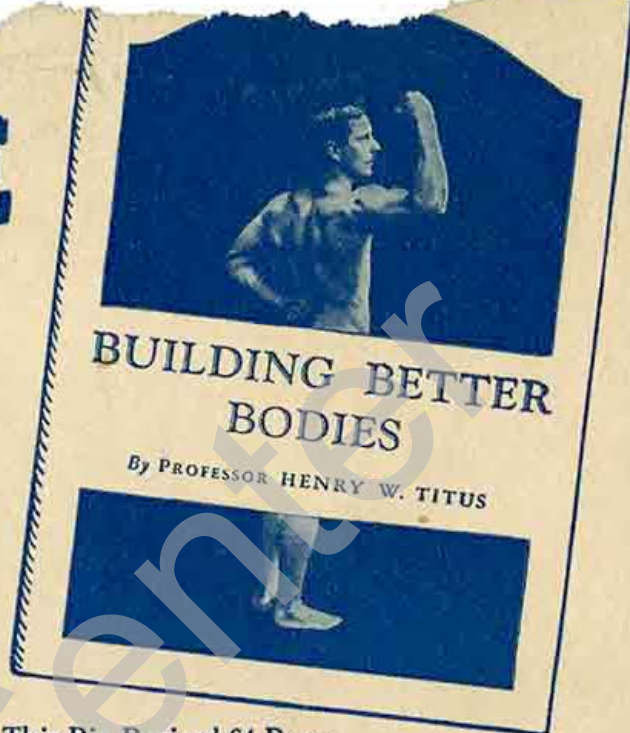
What an easy matter it is to shed that weak, ramshackle body of yours and step forth with a new one—powerful, robust, muscles knit like steel cables, yet supple as a young twig—a body that you will not only be proud of, but a body that will see you through life and its hardships almost as though you were encased in a steel armour. That's the kind of body this book has helped thousands of men to exchange for their old ones—that's the kind of a body you should have—you can have! Simply follow the advice contained in this marvelous book. And if you are strong now, you can become even stronger by following the System this wonderful book explains.

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There is nothing mysterious about my System. There is nothing remarkable about the rapid progress and success of my pupils. My System is so sure, so thorough and so "fool-proof" that failure is impossible. The very same week you start, you will feel better and be able to see the difference in your appearance. In a few short weeks you can hardly hold yourself in check as new life and unlimited vigor, born of new strength surges through your entire body. You don't stop there, however. Every muscle, every vital organ, every blood vessel is strengthened and fortified. Shoulders straighten, eyes brighten, complexion glows with new-born health—in short, you are a new person almost before you know it.



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Falling Hair Stopped - New Hair Grown In 30 Days - Or No Cost!

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SAVE yourself from baldness! No matter how fast your hair is falling out—no matter how little of it is now left—no matter how many treatments you have tried without results—I have perfected a new scientific system that I absolutely guarantee will give you a new head of hair in 30 days—or the trial costs you nothing!

I have found during many years research and from experience gained in treating thousands of cases of baldness at the Merke Institute, Fifth Avenue, N. Y., that in most cases of loss of hair the roots are not dead—but merely *dormant*.

It is useless and a waste of time and money to try and get down to these undernourished roots with tonics, massages, crude oil, etc., etc., for such measures only treat the surface of the skin.

But my scientific system involves the application of entirely new principles in stimulating hair growth. It penetrates below the surface of the scalp and gets right to the cause of most hair troubles—the starving dormant roots, and provides not only an efficient way of reviving and invigorating these inactive roots, but of giving them the nourishment they need to grow hair again. And the

fine thing about my system is the fact that it is simple and can be used in any home where there is electricity without the slightest *discomfort* or *inconvenience*.

Positive Guarantee

Of course there are a few cases of baldness that nothing in the world can cure. Yet so many hundreds of men and women whose hair was coming out almost by "handfuls" have seen their hair grow in again as the shrunken roots acquired new life and vitality that I am willing to let you try my treatment at my risk for 30 days. Then if you are not more than delighted with the new growth of hair produced, write to me immediately. Tell me my system has not done what I said it would. And the 30-day trial won't cost you a cent!

Free Booklet Tells All

The very fact that you have read this announcement shows that you are anxious about the condition of your hair. So why not investigate? Find out for yourself. That's the only common-sense thing to do. If you will merely fill in and mail the coupon I will gladly send you without cost or obligation a wonderfully interesting booklet which de-

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Results Gratifying

"Ten years ago my hair started falling. I used hair tonics constantly but four years ago I displayed a perfect full moon. I tried everything—but without results. Today, however, thanks to your treatment I have quite a new crop of hair one inch long."—F. H. B., New York.

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"My hair had been falling for the last two years and I had hardly any more hair on the front of my head. But since I started using your treatment I am raising a new crop of hair. Your treatment is best I ever saw."—O. J., Northbridge, Mass.

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"My hair was coming out at an alarming rate but after four or five treatments I noticed this was checked. My hair is coming in thicker and looks and feels full of life and vigor."—W. C., Great Neck, L. I.

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"Results are wonderful. My hair has stopped falling out and I can see lots of new hair coming in."—F. D. R., Washington, D. C.

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"I have used Thermocap Treatment for 8 weeks and although the top of my head has been entirely bald for 6 years the results up to the present are gratifying. In fact the entire bald spot is covered with a fine growth of hair."—W. C., Kenmore, Ohio.

Can't Say Enough For It!

"Am glad to say I can see such great change in my hair. It is growing longer and my head is full of young hair that has made its way through since I have been using Merke Thermocap. I can't say enough for it. It will do everything you claim it to do."—G. G., Texas.

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