

Rheumatism-Its Cause and Cure

Strength

OCTOBER
25¢



Is Beauty Only Skin Deep?
A Health Building Diet
How Often Can You Chin Yourself?

STRENGTH MAGAZINE

October, 1933

We Can "Make You Over" Physically

THE picture on this page shows one of our products. (We were about to say *finished* products, but that would not be true, because Mr. Goodman has not yet reached the limit of his development or power.) Mr. Goodman is an attorney-at-law, a profession which certainly does not call for great physical strength. Why then should a lawyer use big bar-bells and dumb-bells to get what exercise he needs?

We Made This Skeptic a World-famous Athlete

Mr. Goodman's case was like many others. Some time ago he became dissatisfied with his physical condition. He had not the least ambition to be a "strong man," but he felt the need of more energy to carry him through his daily work; and being slender and undeveloped he craved a fine physical appearance. After failing to get results from the usual forms of light exercise, he finally realized that *exercise must be progressive if it is to produce big results*, so he bought a bar-bell from us and started in at the graded, or progressive, system which has developed so many wonderful athletes. He says himself that

The Gains He Made Exceeded His Wildest Dreams

He would have been satisfied if he had become as strong and as well-built as the best among his friends; but instead he found that he soon became a *physical superman*—that he had become two or three times as strong as any of his friends, and that he had become world-famous for the beauty of his figure. He holds several lifting-records. He is acknowledged to be one of the best-built men in the world, but what he prizes most is his energy and his stamina. He is now literally "brimming over" with health and surplus energy.

The Almost Miraculous Effects of Bar-Bell Exercise

A century ago bar-bells first became popular as "health-lifts," and during all the years since they have retained their popularity. By using bar-bells you can get beneficial effects that you positively cannot get from any other form of exercise. *The keystone in the arch of a man's strength is the small of his back.* If you are weak in the back, you cannot have either great muscular strength, or what is still more important, *great vital strength.* The user of an adjustable bar-bell acquires an enormously strong back, and that strength of back is the secret of the mainspring of his health and strength. Everyone knows that bar-bell users are the most wonderfully developed class of men in the world, but did you ever realize that *their muscles are the natural outgrowth and expression of their inward vigor?* A great muscular development is of no use unless you have nervous energy to stimulate it and stamina to support it.

The Way We Train a Pupil

We accept pupils of all ages from 15 to 55 (we do not train women), and each and every pupil is given the exact kind of work needed to bring him to physical perfection—*inside and out.* The combination bar-bells which we make can be changed in form as well as in weight, and they are so easily adjustable that the pupil can instantly make them *exactly* the weight and size necessary to develop any particular set of muscles.

Our Teaching Is a Revelation to Most of Our Pupils

Most of them evidently expect to be forced to tug and strain so as to "push-up" immensely heavy bells; and to their surprise they find that they are given a great variety of exercises, and that they are made to specialize on the movements which strengthen the back, which tone up the digestive organs, and which enlarge the chest and lungs, *before* they are permitted to even try the real lifting stunts which form part of our advanced courses.

The Principal Business of This Company Is the Making of Vigorous Men

We are the world's largest manufacturers of adjustable combination bar-bells, dumb-bells and kettle-bells, and for over twenty years we have specialized in teaching body-building, health-creating and muscle-developing exercises.

Send for our booklet,

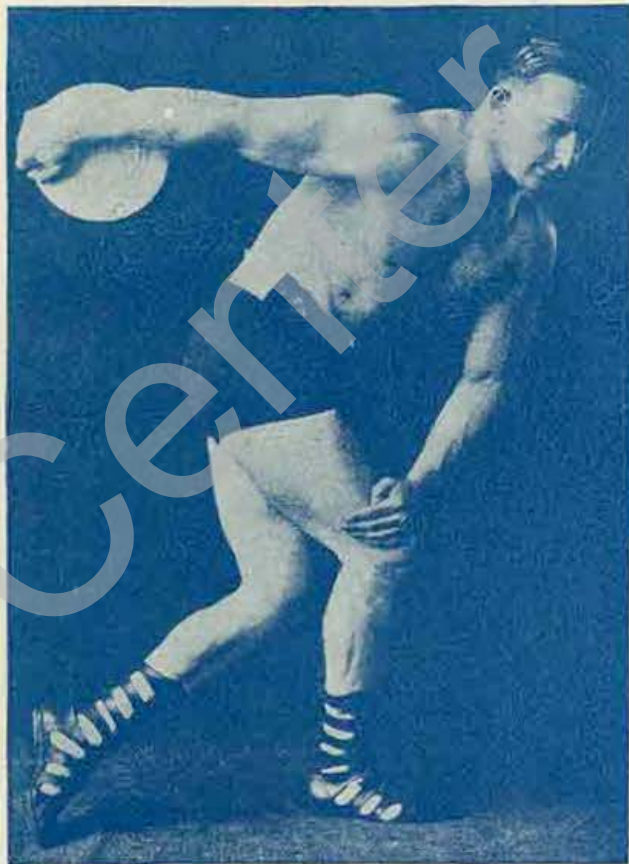
"Health, Strength and Development—How to Obtain Them"

AND THE PAMPHLET

"How Much Should I Measure and How Much Should I Weigh?"

Both Free on Request

THE MILO BAR-BELL CO., 2739 N. Palethorp St., Dept. 19, Philadelphia, Pa.



EDWARD W. GOODMAN posed as the "Discus-Thrower"

From an Idea to the Greatest Man-Building Institution in the World

—And What It Means to Men Who Want to Attain Independence

By J. E. Greenslade

REQUESTS for more than 50,000 salesmen were received by the Employment Service Department of the National Salesmen's Training Association during 1923.

Wholesalers, manufacturers, jobbers and other employers of salesmen all over the North American Continent—many of them leaders in their respective lines—continually recruit their sales forces from the ranks of N. S. T. A. Members.

Surely the foregoing is unquestionable proof of the great demand for salesmen and a great tribute to the Association. And yet, only a little over sixteen years ago this great Institution, headquarters for Scientific Salesmanship, was but an *idea*. Fundamentally, though, it was a sound idea. Today, the Association can number its Members in the tens of thousands, they can be found all over the English speaking world—and thousands of them have attained financial independence as a result of the training they received with the Association.

One of the reasons why the Association members are eagerly sought after by employers of salesmen can be found in the panel on this page—a few of thousands of typical successes enjoyed by those who enroll for this result-securing system of training and service.

How the N. S. T. A. Originated

Eighteen years ago when I was Sales Manager for a nationally known firm that employed hundreds of salesmen, I found that my sales letters and bulletins helped my men to increase their sales. In one year, as a result of weekly letters and bulletins to the man in the field we increased our business 132%. Is it any wonder that I conceived the idea of teaching salesmanship by mail?

With the assistance of a few able friends in the profession, the Association was formally launched in 1907. Today, it is the largest and oldest Institution in the

world specializing in Salesmanship Training.

It has always been my personal belief that it is better to do one thing WELL than to do several things in a mediocre fashion. For this reason myself and my associates have never allowed our main interest—SALESMANSHIP—to suffer by attempting to teach other subjects. Salesmanship is a never-ending study—and in over sixteen years the Association has never let up in its search for new ideas and the best selling plans and methods that result in increased sales and earnings.

Not a "One Man" Institution

No one man has been responsible for the

N. S. T. A. System of Salesmanship Training. No matter how brainy, bright, clever, or successful one man may be his viewpoints and ideas must necessarily be prejudiced and limited.

Thousands of master minds in selling have contributed to the N. S. T. A. text—and will continue to contribute to it. Many leading sales authorities are ACTIVELY identified with the association at the present time—each man a sales executive with a nationally known company.

Is it any wonder that our Members make good right from the start when the proved plans, wisdom and experience of hundreds of sales authorities are laid before them?

No institution can guarantee a man success. But the N. S. T. A. can guarantee to give any man

the finest training in salesmanship obtainable in the world. It can guarantee that no other institution can produce the same evidence of merit—duplicate its successes in salesmanship training, and offer as much for the nominal tuition fee.

Furthermore, the N. S. T. A. has an iron-clad MONEY-BACK GUARANTEE as tangible evidence of merit.



Why Dodge Better Pay?

If thousands have succeeded in a big way as a result of the N. S. T. A. System of Training and Service—most of them, men who had never sold a dime's worth of goods in their lives before enrolling—is there any reason why YOU should not succeed in the greatest of all professions—salesmanship?

No man is more important in business than the salesman. He tops the list of money-makers because he is the MOTIVE POWER back of any business. And you can quickly and easily learn the secrets that make master salesmen. Inside twenty weeks you can start out as a city or traveling salesman—fortified with the knowledge that has enabled thousands of our Members to step from poor pay to big earnings.

This opportunity is before you NOW—backed by a Money-Back Guarantee. Are you going to be a wage slave this time next year when there are thousands of openings waiting for men who KNOW HOW TO SELL?

With My Compliments—An Amazing Book

It will not obligate you to fill in and mail the coupon below. And you owe it to yourself. I want you to get the facts—then decide for yourself. This book, "Modern Salesmanship," will prove a revelation to you. Let me send it to you. You certainly ought to read it if you want to make more money. And who doesn't?

NATIONAL SALESMEN'S TRAINING ASSOCIATION

Dept. 21-R

53 W. Jackson Blvd., Chicago, Ill.



National Salesmen's Training Association, Dept. 21-R, 53 W. Jackson Blvd., Chicago, Ill.

Send me FREE your book "Modern Salesmanship," and proof that I can become a master salesman.

Name.....
Address.....
City..... State.....
Age..... Occupation.....

Read What They Did

\$12,000 a Year

A. H. Ward, Chicago, left a small pay job. Now he averages \$12,000 a year as a salesman.

\$100 a Month to \$100 a Week in Only 3 Months

H. D. Miller, another Chicago boy was making \$100 a month as a stenographer in July, 1922. In September, 3 months later, he was making \$100 a week as a salesman.

\$150 to \$500 a Month

W. P. Clenny of Kansas City, Mo., stepped from a \$150 a month clerkship into a selling job at \$500 a month. He is making \$850 a month now.

\$6500 a Year

M. V. Stephens of Albany, Ky., was making \$25 a week. He took up this training and now makes 5 times that much.

Small Pay to Big Earnings
J. H. Cash of Atlanta, Ga., exchanged his \$75 a month job for one which pays him \$500 a month.

New Sales Manager at \$10,000 a Year

O. H. Mallrood of Boston, Mass., stepped into a \$10,000 position as a SALES MANAGER—so thorough is this training. All these successes are due to this easy, fascinating and rapid way to master certain invincible secrets of selling.

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 forces. Synopsis and charts sent without obligation.



Strength



OCTOBER, 1924

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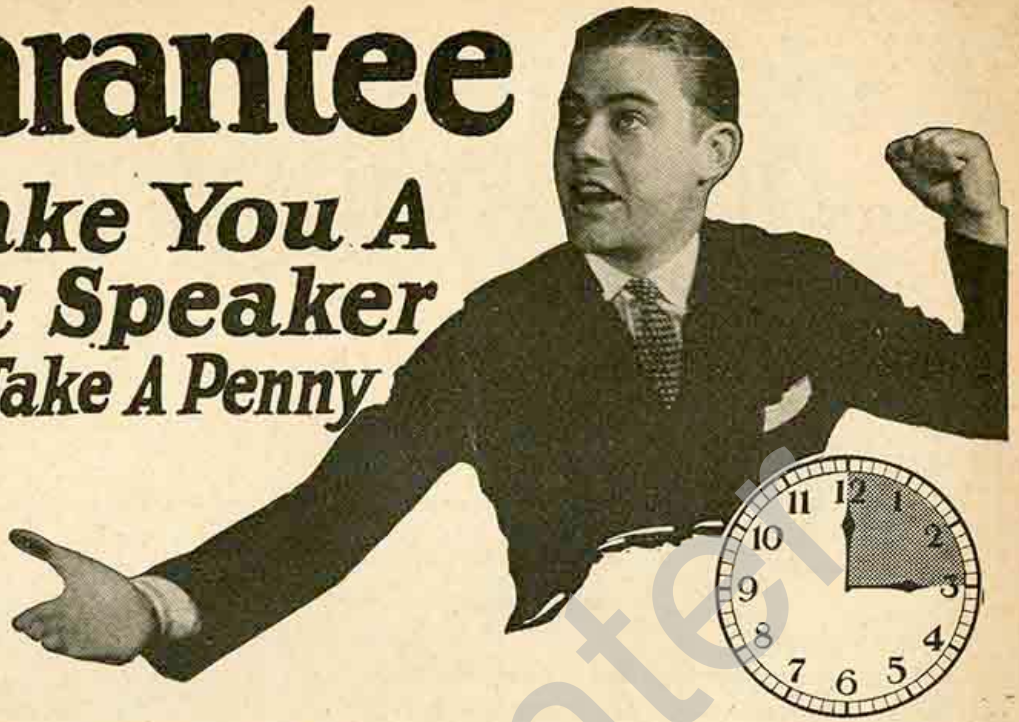
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To Make You A Public Speaker

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I'll Show You How To Control One Man Or A Big Audience—How To Conquer Stage Fright—How To Increase Your Earnings—All By The Power Of Effective Speech



Give Me 15 Minutes a Day

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."

Get Big Money Jobs

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.
- How to write better letters.
- How to sell more goods.
- How to have a good memory.
- How to enlarge your vocabulary.
- 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

if you fill in the coupon and mail at once. You like thousands of others can quickly and easily learn the secret of achievement both in position and salary and all this without leaving your present position and by devoting only a few minutes a day to the fascinating material I will send you. Just give me your name and address on the coupon.

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I am interested in your Course in Effective Speaking and your Free self-test and special offer. Please send me full particulars. This request places me under no obligations of any kind.

Name

Address

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Look Out For High Blood Pressure

How I quickly reduced my high blood pressure, overcame hardening of the arteries and escaped the dangers of Bright's disease

By MALCOLM ADAMS

I'M an unusual man.

I never smoked, drank coffee or consumed alcohol in my life.

When I was fifty years old, I looked only forty and felt like thirty.

I hadn't had a sick day in years.

I played golf and rode horseback and thought I was in fine physical fettle.

Then I began to have dizzy spells, dull pains in the head and peculiar flutterings and oppression in the region of the heart.

Frankly, I was frightened. But I didn't consult a physician because I lacked confidence in M. D.'s and had no faith in medicine whatever. I did go to my oculist, but he told me the trouble was not with my eyes as my glasses—which I used for reading only—were all right.

It was not until I was examined for some life insurance—and rejected—that I found out that I had excessively high blood pressure and some symptoms of kidney trouble.

This bad news astounded me as I could not understand how a man who had lived as sanely and sensibly as I thought I had should be so afflicted.

But I soon found out.

I went and told my troubles to a man who, for many years, has been to me "a guide, philosopher, and friend." He told me to get and read a little book entitled, "Curing Diseases of the Heart and Arteries." I did so. And in that book—at a total cost of three dollars—I found the cause and the cure for my trouble.

In less than four months after getting and following the simple, common-sense instructions contained in this book, I was re-examined for insurance, my blood pressure was found normal, my kidney symptoms had disappeared and the company issued my policy without further question.

Since that time I have had no return of the dizziness, headaches or heart flutterings, and feel perfectly well and strong in every way.

If you have any of the symptoms I had, don't worry. But don't neglect them. It is Nature's way of waving the red flag of warning. You are getting the signal "Danger Ahead." So, "Stop, Look and Listen."

And even if you do not have exactly the same warning symptoms I had, you may still have a dangerously high blood pressure. And if you neglect it you are running the risk of eventually dying of apoplexy, Bright's disease or diabetes. It makes no difference if you do feel all right and believe yourself to be in good health, unless you correct this condition you are in grave danger. Knowing this, life insurance companies are careful to apply the blood-pressure test to applicants for policies. And they are wise. Of 365 applicants rejected by one company, on account of high blood pressure, 123—more than one-third—developed serious diseases within two years. Eighty developed kidney trouble, seven developed diseased arteries, ten heart murmurs, four heart enlargements, six nervous diseases, and sixteen various other organic afflictions.

So don't take any chances. Find out, from time to time, just what your blood pressure is. Dangerously high pressure is common among men of 45 and over and frequent in younger ones. And Bright's disease is usually indicated, caused by the excessive pressure forcing albumin through the kidneys.

Most people believe that hardened arteries with high blood pressure is incurable. And

so it is, if it is treated in the old way. But treated properly—that is, in accordance with Nature's laws, at least four out of five will recover so completely that they can live far beyond the allotted three score years and ten, and be well, strong and active.

In most cases correct treatment reduces the blood pressure from twenty to thirty points the first month. If this is true why don't most doctors and laymen know it? For the simple reason that both physicians and laymen expect to get results from pills, powders, potions, serums and operations. But they never will. High blood pressure can't be cured that way.

If you want to know the right way—Nature's way—do as I did. Get a copy of "Curing Diseases of the Heart and Arteries," and follow its common-sense instruction. This book is by R. L. Alsaker, M.D., who has attained phenomenal success in the treatment of disease by a method so simple as to be simply amazing.

And here is an astounding thing about the Alsaker treatment. It costs absolutely nothing to take it. All you have to pay for is the information contained in the book. And it is wonderfully effective. The Alsaker treatment causes the hardening of the arteries to stop immediately, and then the blood pressure begins to decrease. Usually the sufferer is out of all danger within a few weeks.

Patients who were continually dizzy, who had rush of blood to the head, who had constantly recurring headaches, who had peculiar sensations in the region of the heart, who had difficulty in breathing, who could not walk far without resting—yes, individuals with the worst kind of symptoms have quickly recovered the Alsaker way, although reputable physicians said that nothing could be done for their hardened arteries and high blood pressure.

Thousands of sufferers have been benefited by the plain, common-sense instructions of Dr. Alsaker. Here is what a few of them say:

Testimonials

"It may interest you to know my blood pressure stood 190, my heart was not right, and there was albumin in the urine. I weighed but 110—am 5 ft. 2 in. My usual weight is 115. I concluded to follow your advice as nearly as possible and did so. In three weeks my blood pressure had gone down to 170. Considering I was not addicted to drugs, tea or coffee, and ate so little meat, I think the drop in blood pressure remarkable and it speaks volumes for your method."—Mrs. C. J. M., New Haven, Conn.

"About two years ago I bought one of Dr. Alsaker's books, on disease of the heart. At that time I was near death, with dropsy and heart disease. The M. D.'s said I could live only 24 hours. I refused their drugs, followed Dr. Alsaker's way and am now a well man at 73 years of age."—F. L. P., Seattle, Wash.

"Your Book on 'Curing Diseases of Heart and Arteries' is giving excellent satisfaction in results obtained in reducing high blood pressure."—H. M. B., M.D., El Dorado Springs, Mo.

"You treated me from your books for high blood pressure, which you reduced fifteen points in nine days after the doctor had said he did not expect the pressure to fall any lower. Since then the test apparently shows normal pressure although my age is 66 years. That is 160 points."—Mrs. A. C. C., Huntington, N. Y.

If you have the slightest tendency toward hardened arteries and high blood pressure, with its attendant diseases of heart and kidneys, lose not a single minute in sending for Dr. Alsaker's illuminating little book. The total cost is only \$3. That pays for the book. And the treatment described in the book costs nothing. You take no risk. Results are guaranteed or you can return the book and your \$3 will be returned—promptly and cheerfully.

Dr. Alsaker, the founder of this treatment, is a graduate of one of the leading medical schools of this country. He has an enormous office practice, patients coming from all parts of the country to consult him. But that is not necessary. His treatment is so simple and so clearly explained in his book that anyone can follow it without the slightest inconvenience or difficulty.

If you are afflicted with these dread diseases, you need worry no longer, nor need you pay big fees to so-called specialists. This book is free of all bunk, bombast and medical mystery. It makes everything as plain as the nose on your face. It tells all about the cause, prevention and cure of all kinds of heart disease, hardened arteries, high blood pressure, low blood pressure and apoplexy. It sets forth—in simple, understandable language—a common-sense, proved-out WAY—THE ALSAKER WAY—a WAY that teaches the sick the right way to keep well and stay well. It gives a safe, simple, sure cure without drugs, medicines, operations, exercise or apparatus of any kind. You apply this simple and marvelously resultful treatment yourself—right in your own home—without the expenditure of a single additional penny. There is nothing complicated, difficult, mysterious or technical about THE ALSAKER WAY. It is so easy to comprehend—so simple and pleasant to follow—that any one—young or old—can reap the full benefit of it.

Send no money in advance. Simply write a letter or a postal card to GRANT PUBLISHING CO., Inc., Dept. 109, 1133 Broadway, New York, N. Y., asking them to send you a copy of Dr. Alsaker's book "Curing Diseases of Heart and Arteries," and stating that when the postman delivers it you will hand him \$3.00, plus a few cents delivery charges, in full payment. Then follow the instructions for thirty days, and if you are not delighted with results—if you do not experience a marvelous improvement in your health—if you are not satisfied with your \$3 investment—simply return the book and your \$3.00 will be refunded immediately.

Don't neglect this opportunity. You don't have to be sick. You can get well if you will. It's up to you. There is nothing experimental about THE ALSAKER WAY. It has been proved-out and time-tested over and over again. And it costs nothing to follow, while patent nostrums, doctors' fees, hospital bills, drugs and medicines will soon wilt down a big bank account.

Send for the book now—today! Follow its simple teaching just as I did—and thousands of others have done—and you, too, will reap the same glorious results in renewed health and strength. Remember, the entire cost is only \$3, which pays for a copy of "Curing Diseases of Heart and Arteries." Write today for your copy to GRANT PUBLISHING CO., Inc., Dept. 109, 1133 Broadway, New York.

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I Guarantee

to train you right at home—to make you a **DRAFTING EXPERT** quick! I guarantee to prepare you to hold down any big pay job in any Drafting Office and to refund every cent of your money if you are not satisfied with my training. I guarantee to give you my practical "JOB-METHOD" instruction—the only "JOB-METHOD" Drafting training in existence and prepare you for one of these wonderful, fascinating Big Pay positions paying

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I have recommended Drafting as a life-work to thousands of men during the past 20 years—I have seen them step into big-salaried positions after completing my course—I have hundreds upon hundreds of letters to prove that my "JOB-METHOD" instruction has made these men **SUCCESSFUL DRAFTING EXPERTS**—and I offer you now the same opportunity to get into a business where there are always more jobs than experts to fill them, where salaries are big, hours short, work pleasant.

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S. Novak, 977 Walnut Street, Freeland, Pa., writes as follows:
Dear Sir:
I will write you a few lines to tell you how you have given me a trade and made a Laborer out of a Laborer at \$4.50 for ten hours. Now it is \$10 for eight hours easy work.
Your training has helped me 100 per cent—more pay—less hours—and easier work. If anyone can thank you more for making a Draftsman out of me, than I do, then nothing is impossible, those are my words.
S. Novak

THIS BIG DRAFTING BOOK FREE



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Here Are the Facts You Should Know About—

THE MILK DIET

MILK

contains all three of the
mysterious elements called

VITAMINES

that have been found so
indispensable to life and
health.



Bernarr Macfadden

"Father of Physical Culture"

Bernarr Macfadden says:

Through the ages milk has been the great builder of sturdy races. It has come to the aid of the ailing and the weak, and it has made of them men and women fit to face hardships in the world, and it has added years to their lives.

Milk does not cure, as medicines have been supposed to cure—by magic. All sensible people know that drugs and external influences do not always cure. Nature cures. The body cures itself, provided helpful conditions prevail, giving the opportunity for self-readjustment.

And here lies the secret of the miracle of milk. Milk is a builder of tissue and an enemy of physical ill, because, more than any other food, it furnishes elements which are needed to make new blood.

Milk is undoubtedly more easily digested than any other food. It is more nearly akin to blood. It is quickly absorbed into the circulation and becomes a part of the tissues of the body; and the expenditure of considerably less energy is required for this than to bring about the chemical changes essential in preparing the ordinary foods for use in the human tissues.

The physical changes that can be brought about through the use of milk within a short period would be considered unbelievable by the average individual. If you are "run down," and should stumble upon a way to gain one or two pounds a week, you would feel that you had made a marvelous discovery. But when we say that this is only a fair average for those who have experienced the miracle of milk, we are not in any way overstating the facts.

Of course, in the case of those who are in extreme need of additional flesh, and who have been poorly nourished, the effect of milk is almost unbelievable in building up tissues and in ridding the system of impurities, which latter are often responsible for the majority of ill to which the human body is subject.

To-day any honest doctor of whatever school will tell you that nine-tenths of all effective medical or curative practice consists purely and simply in helping nature and that very, very few drugs have any real value as curative agents. The most that can be hoped for from drugs is to temporarily stay the progress of the disease. If nature does not seize upon the respite to begin active operations in casting out the ailment, the treatment is a failure, with valuable time and good money wasted.

In the final analysis it is you who must supply nature with the necessary assistance and that assistance must come in the form of increased physical vitality.

And here it is that MILK—THE MASTER HEALER with vitality and energy building powers greater, probably, than any other substance in the world brings quick re-enforcements of red, tissue building, disease fighting blood that will give your system the very vital energy needed to overcome practically any ailment that has fastened itself upon you.

In our adjoining column we quote a few paragraphs on the subject by Bernarr Macfadden, the renowned Physical Culturist, father and leader of the Physical Culture movement, which is increasing the health and strength and adding years to the lives of humanity by just such methods as those advocated in the exclusive milk diet. Coming from such an authority the words bear weight.

PHYSICAL CULTURE Magazine printed an article on the Milk Diet that aroused universal interest and brought down upon us an avalanche of letters, urgently requesting further and more detailed information.

We knew of just one man who was qualified to supply this information in proper form for home treatment. Mr. Bernarr Macfadden himself, who has had the opportunity through his connection with The International Health Resort to personally study thousands of cases where the milk diet has been administered, and the result is a treatise that we are proud indeed to be able to supply.

"THE MIRACLE OF MILK"

By BERNARR MACFADDEN

is now available. Simply written, easily carried out, with a marvelous depth of wisdom born of the widest kind of experience, the instructions tell you just what to do, what not to do, what to watch out for, everything in fact, that you could possibly need to know in order to get the last vestige of physical benefit from the exclusive milk regimen.

Now we ask you fairly, if you are weak and run down, or in the grip of some chronic disease, or if in any way you are engaged in a struggle for health, can you afford to ignore such a treatment as this, where you have everything to gain and nothing to lose, where, whatever the outcome, the benefits derived will far exceed the time and trifling expense devoted to it?

OUR SPECIAL OFFER

We want you to personally examine the Miracle of Milk and see for yourself the wonderful benefits you can derive from it. Simply sign your name to the attached coupon and mail to us to-day. The book will be immediately sent.

Upon receipt of same pay the postman only \$2.00 with the understanding that if for any reason you do not wish to retain it you may send it back within 5 days after receipt for a prompt refund of your money.

MAIL THIS COUPON TODAY

MACFADDEN PUBLICATIONS, INC.,
Dept. S-10, Macfadden Building, 1926 Broadway, New York City.

You may send me a copy of The Miracle of Milk.
I will pay the postman \$2.00 upon receipt of the course with the understanding that if I wish I may return it within 5 days after receipt for a prompt refund of my money.
As a special offer we will enter your name for a six months' subscription to PHYSICAL CULTURE MAGAZINE and send you "Miracle of Milk" for \$3.00. If you want "Miracle of Milk" alone cross out this reference to subscription and pay postman \$2.00.

Name.....
Address.....

Without Muscles A Man's A Failure

WITHOUT muscles you are like an oyster—spineless, nerveless, brainless—the lowest, most helpless of all living organisms. A real MAN must have **MUSCLES**. Not merely the splendid external development of a trained athlete, but **INTERNAL INVOLUNTARY MUSCLES**; muscles which cause the heart to pump blood through arteries and veins and keep food moving steadily along through the processes of digestion, assimilation and elimination. You never can have Health, Strength, Vigor, VIRILITY, while your muscles are sluggish and inert.

The Lack of Muscles Means Misery

Constipation, biliousness, obesity, indigestion, insomnia, rheumatism, rupture and many other distressing, disgusting disorders are due to inferior muscular development, most likely the internal organic muscles, the physiological action of which is my sole and original discovery. It is this knowledge of human anatomy, and the application of my scientific principles of organic muscular development which makes Strongfortism superior and different. Your own condition is probably caused by organic stasis, if you are afflicted with some energy-destroying ailment—tired all the time; weak, anemic, loggy; incapable of concentrated thought or action.

Don't continue in that pitiable plight. Don't ruin all chance of your success in life. Don't cut short your hope of some time having a happy home and becoming the father of healthy, wholesome children. **DON'T DO IT.** It isn't necessary. You can **BUILD YOURSELF UP**—become a vigorous, virile, 100% MAN again—through a few months' practice of

STRONGFORTISM

The New Science of Health Promotion

Strongfortism is a scientific system of self regeneration. It has been used by persons of every age and both sexes, from widely varying walks of life, in all stages of physical and mental deterioration and decay—TESTED THOROUGHLY throughout a score of years; and **IT INVARIABLY BRINGS RESULTS.**

Through my Science of Strongfortism I built myself up into the strongest man in the world. Through the application of its principles I have built up—and am building up—thousands of pupils (often weary, worn-out wrecks of humanity) into **NEW MEN** of red blood, solid muscle, vigorous vital organs, keen unclouded brains and the magnificent external development you see in the photographs on these two pages. What I have done and am doing for them I will do for YOU, if you follow my simple directions for a few months. I **GUARANTEE IT.**

STRONGFORTISM is Nature's way. No pills, powders, patent medicine potions, food fads or expensive apparatus. Nature has a work-shop of her own—the most wonderful in the world—in your body, and will do all necessary repair work and **BUILD YOU UP HERSELF.**

Send for My Free Book "Do It With Muscle"

It will tell you just what my system is—give you without cost vital facts which it took me a lifetime to discover. It will show you how you can begin at once (without interfering in any way with your present work or occupation) to put into action the prodigious power of personal **REGENERATION AND REVITALIZATION** existing in your own body.

You never read a book which got the grip on your attention and interest that this one will. You probably never saw the real **FACTS** about the physiological, nervous and sexual life of the Human Body set forth so plainly in print. Send for it if you are single—and send for it **ESPECIALLY** if you are married or about to be married. **IT'S FREE.**

SEND TODAY. Get out your pencil NOW, check the Coupon for your ailments, mail today, and I will send you a confidential letter about your individual condition, free, without any obligation. Send only 10c (one dime) to help pay mailing charges, for my big wonder book, **DO IT WITH MUSCLE**, illustrated with scores of photos of myself and pupils—all mighty men of muscle. It may be worth hundreds of dollars to you—and show you something you never dreamed of about your body.

LIONEL STRONGFORT

Physical and Health Specialist Over 25 Years

Dept. 1639 Newark, New Jersey, U. S. A.



LIONEL STRONGFORT

Dr. Sargent, of Harvard, declared that "Strongfort is unquestionably the finest specimen of physical development ever seen."

FREE CONSULTATION COUPON. Absolutely Confidential

Mr. Lionel Strongfort, Dept. 1639, Newark, N. J.—Send me FREE my private copy of "DO IT WITH MUSCLE," for which I enclose one dime (10c.) towards mailing expense. Send me special information on subjects marked (X) below, without obligation.

- | | | | |
|------------------|-----------------|-------------------------|-------------------------|
| .. Colds | .. Insomnia | .. Heart Weakness | .. Vital Depletion |
| .. Catarrh | .. Bad Blood | .. Poor Circulation | .. Pimples |
| .. Hay Fever | .. Weak Eyes | .. Increased Height | .. Blackheads |
| .. Asthma | .. Bad Habits | .. Easy Childbirth | .. Round Shoulders |
| .. Obesity | .. Short Wind | .. Despondence | .. Lung Troubles |
| .. Headache | .. Flat Feet | .. Neurasthenia | .. Female Disorders |
| .. Thinness | .. Constipation | .. Prostate Troubles | .. Weak Back |
| .. Rupture | .. Biliousness | .. Skin Disorders | .. Drug Addiction |
| .. Lumbago | .. Terpid Liver | .. Anemia | .. Healthy Children |
| .. Neuritis | .. Indigestion | .. Bad Breath | .. Weakness (Specify) |
| .. Neuralgia | .. Nervousness | .. Falling Hair | .. Muscular Development |
| .. Fear | .. Poor Memory | .. Deformity (Describe) | .. Great Strength |
| .. Loss of Vigor | .. Rheumatism | .. Stomach Disorders | .. Fatherhood |
| .. Flat Chest | .. Gastritis | .. Successful Marriage | .. Unnatural Practices |

Mention other ailments here

Name

Age

Occupation

Street

City

State

If you have taken my "Regular" or "Advanced" Courses, kindly indicate same by making a cross in box for this purpose below.

I have taken your "Regular" Course

I have taken your "Advanced" Course

I have received your book "Promotion and Conservation of Health, Strength and Mental Energy." Date

DON'T YOU BE A "FLAT TIRE"

Just because the great majority of people seem to be content to possess ill health, an imperfect physique, and no pep and ability to succeed in any endeavor, **don't you be like them.** Any one can be as low in physical and mental ability as the great majority. The mere fact that this class of people make up the great majority, proves that it is easy to drop back to that class or stay there if you are already in it.

So resolve today: That I will pull out of that class. I will stop my back-sliding into it. That I will not be a human "flat tire" any longer.

When you come to me for help, I don't merely patch you up. I give you a body that will make you feel like an entirely new person. Take for instance

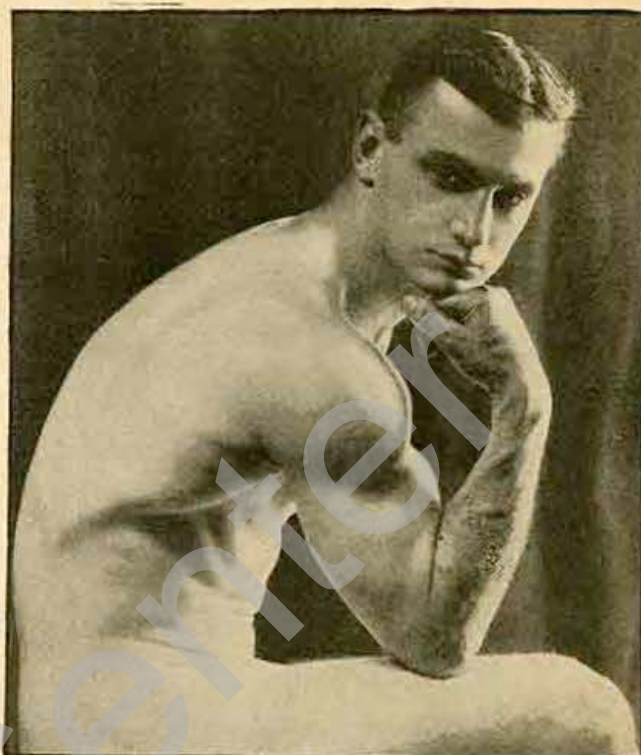
THAT FLAT CHEST OF YOURS

You don't want a chest like that—you can't look like a man while in that physical condition. Furthermore, you can't be a man in the full sense of the word while you own a chest that starts at the pit of your neck and goes straight down. You can't breathe a man's share of oxygen.

Let my Methods and Personal Help gradually bring out this part of your body until you will look like the man you should be and be the man you want to be.

I do not specialize on any one part of your body unless there are parts that are worse than others and need special attention. I work with you for the purpose of getting you an even development as well as all the other essentials that put you in the best possible physical condition.

I do not only take those who are already in good physical condition, and improve their development and strength. I help those who possess the many major or minor ailments and deformities. For instance, you can't look well or be well, for that matter,



CHARLES MacMAHON

IF YOU HAVE FLAT FEET

or, in other words, fallen arches. You can't look your best if you are knock-kneed, bow-legged, round-shouldered, subject to frequent colds, or have digestive troubles. There are many other seemingly trivial complaints that are ruining your health, strength and manhood.

Besides all this, ill health, either in yourself or members of your family, means

A FLAT POCKETBOOK

unless you are lucky enough to be financially well fixed. If you are sickly and ailing most of the time, you **positively cannot** make the best of your earning power. You cannot be anywhere near as efficient as you would be if you were enjoying the best of health and the "pink" of condition. Soon you will be forced to lose time and then the **never ending** expense of doctors and medicine will make your financial condition still worse.

YOU CAN SAVE THIS LOSS

of time and money by giving me the opportunity of putting you in A-1 physical condition. I will be glad to have you as a pupil, and you will be "tickled to death" with the results you will obtain and the great amount of real personal help you will get direct from me.

I FLATLY REFUSE TO LET YOU PAY ONE CENT

either on my Booklet, my Pamphlet, or toward defraying my expenses of wrapping, postage and the labor of getting them to you. I want nothing to stand in the way of your getting this valuable Booklet and Pamphlet. In other words, I am making your first step toward physical and mental success so easy for you that you will hardly know you are taking it.

*Sending for my Booklet and Pamphlet without the customary dime is certainly easy enough for any one. The pictures in my Booklet are easy to look at and the text easy to read and understand. So send for them **now.** There is

NO OBLIGATION AND NO CHARGE

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Studio A-21

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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.

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IMPORTANT

My New Leaflet, "Your Muscles, What 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 know what you are doing. Get both of them by return mail.



CHARLES MacMAHON
In Muscular Pose

Taking the "If" Out of Life

By C. H. Woodward

From the cradle to the grave there is a big "if" in the life of man. That "if" shadows every effort, every endeavor, every attempted achievement. It is the "if" of health, of freedom from disease, of continued existence.

"If I can keep my health;" "If I can get rid of disease;" "If I can continue to live," preface practically every one of life's undertakings. How many times have you uttered these things yourself? How does this "if" stand in your way today?

Why not take the "if" out of life? You can if you will. Just a few minutes' thought—a little intensive, simple thinking—and the way is made clear.

To keep your health you must keep free from disease, because health is merely the normal condition of life—it is freedom from disease. What is this thing disease? To keep free from disease is merely to keep free from altered or changed function of the life-cells of the body, for disease is merely changed function of the life-cells.

What causes the life-cells to change their function? Interference with the law of their being. This interference may be a denial of the necessary material out of which they can continue to operate. We eat only to supply such material. From whence do they draw the material they use in carrying on their functions? From the circulating blood stream of the body. The blood flows past every life-cell. The life-cells take from it the 16 elements required every minute of their existence to carry on normal function. The blood stream gets these elements only from the things put into the mouth. If the things put into the mouth do not contain these 16 elements, then the blood becomes depleted of them—the well runs dry, as it were—and the life-cells deprived of their necessary material begin to die. They cannot go on naturally according to the law of their being. This change is disease.

If you deny to your blood stream all source of replenishment or supply—in other words, if you put nothing into your mouth, the cessation or stopping of all function will be inevitable in a short time, but it will not be any more inevitable than if you substitute for the 16 elements in balance-relation, some substances which do not contain these elements in balance-relation. It will be just as inevitable, but be a little longer in happening, and after a period of distress and disease.

There is the "if" in your life. Why not take it out? It is not any more possible to make natural blood out of denatured food than it is to make an angel food cake out of sawdust.

Not just anything you put into your mouth is food. Food is only some substance in nature that can supply all or part of the

16 elements in balance-relation. Nothing else is food. What is NOT food is *poison*. What is poison? It is any substance put into the body which throws out of balance-relation some or all of the 16 elements of which the blood is composed.

Every human body contains potassium, yet a teaspoonful of potassium would poison and kill. Why? Because such an amount would upset and destroy the balance-relation of that substance with the other fifteen.

Every denatured natural food-substance has had the balance-relation of the elements it contains upset and destroyed. The poison effect is just as certain, though not so quick acting, and being less exces-

A Business Opportunity

exists for the man who wishes to be his own boss and the owner of a permanent, ever-expanding, profitable merchandising service. It may start with \$100 capital, or \$10,000, but it cannot start without capital. The degree of success has no reasonable limit. It has attracted to it, and has today engaged in it, men who are conspicuous successes and of long and wide experience in merchandising, with capital abundant for all their requirements; and the other extreme of men and women with limited business experience and qualifications, and very small capital.

No man is too big for the business. Men of strong professional standing with splendid incomes have given up these incomes and their professional work to engage in this service, with success.

The business is merchandising, but it entails a service that is unique, intensely interesting—productive of great enthusiasm, and broadly constructive. It makes you the greatest benefactor in your community, town, city, or district, and pays you a real profit for such benefaction.

Service is the foundation of all real success, and this service literally enables you to take time from eternity and put it into the life of man, and make legitimate profits in doing so.

Address **Whole Grain Wheat Co.**, 1911 Sunnyside Ave., Chicago, Ill.

sive may to a considerable extent be neutralized by the body, because the effect is slower acting, but the accumulated effects of the taking into the body denatured food results in the thing we call disease.

Did you know that only in a drop of normal healthy blood, a handful of fertile earth, and a natural grain of wheat, are to be found the 16 elements of which every living creature is composed?

That is why more than 74 human ailments have responded to the regular daily use of *Whole Grain Wheat*, when all other means of correction had failed.

Disease is unnatural. The Creator never intended man to be diseased. Disease is of man's own making and creation. It is merely the penalty nature imposes for a violation of the law of life.

Eliminates Constipation of 50 Years' Standing

St. Paul, Minn.
696 Grand Ave.
July 25, 1924.

"I wish to inform you what **WHOLE GRAIN WHEAT** has done for me. For more than 50 years I suffered from constipation. I hope no other individual ever suffered from that most dreaded disease as I did. It came upon me at a time when I was working in the east, and continued to grow worse until I happened to see your advertisement in a leading magazine and, grasping at a straw, sent to

you for one dozen cans. After using it for 24 days, I was completely relieved. I was an old man when I was 31 years of age, now I do not feel over 21, though I am past 76. I thank you for this life-saving food."

(Signed) Geo. C. Davenport.

Reduced 52 Pounds, 7 Inches Waist Measure

St. Joseph, Mo., May 20, 1924.

"No doubt you were somewhat surprised at not hearing from me for nearly a year. Well, I am still a believer in **WHOLE GRAIN WHEAT**, and have recommended it to a number of my friends as well.

"You will remember that I wrote you about a year ago, stating at that time that my age was 53, my weight 258 pounds, was working 16 hours a day and had high blood pressure, and rheumatism. I followed your instructions for a while, but seemed to be lacking in mental activity, and of course blamed the diet, and went back on the old diet of ham and eggs. Soon my weight began to again increase, and my blood pressure with it, until last October I was told by my doctor it was either a case of diet or die, so decided to diet, with result that from the last of October to the present time I have brought my weight down to 206 pounds and my pulse and blood pressure are down to normal. I also have cut out the tobacco, of which I was a heavy user at the time I wrote you, cut out pastry and white bread, all condiments, salt (use a little salt), vinegar, and live altogether on vegetables, **WHOLE GRAIN WHEAT**, and fruits, and using them as advised by you at that time, and you can judge from what I tell you how satisfactory the results are. I am sleeping soundly all night now. Kidney and bladder trouble do not bother me, no rheumatism, no shortness of breath, digestion fine. My waist line was 50 inches, when I went on the diet, now it is 43 inches, and my weight still decreasing. I am not bothered with constipation.

"You are at liberty to use my name and whatever portions of this letter you desire.

"Thanking you again for the kindly advice given me, and wishing you continued success, I remain"

Yours truly,

Wm. H. Klecan,
613 South 16th Street.

The use of *Whole Grain Wheat* reduces cooking. It saves much of the drudgery of the kitchen, and makes you feel better every way; but remember you cannot get real results unless you use it regularly. You never tire of bread, nor will you ever tire of *Whole Grain Wheat*. It is the natural wheat berry just as it comes from the harvest field with nothing added, nothing lost, and nothing taken away, cooked under a new method of cooking that is protected by the United States and Canadian governments, and is the first wheat that has ever been cooked ready to eat that is identical with the raw, ripe grain in its constituent elements. It possesses the minerals and the vitamins possessed by the natural grains and is delicious and sweet as a nut.

It is never sold through grocery stores, but only through authorized distributors or direct from the company, because it is guaranteed to reduce your meat and grocery bill 25 per cent to 50 per cent when used twice daily. It comes in hermetically sealed sanitary 11-ounce tins (ample for four servings) and is sold in packages of not less than one dozen (a 24-day supply because *regular use* is essential to results) delivered for \$2.00, east of Denver; west of Denver, \$2.25; foreign, \$3.50. Guaranteed to improve the user physically and mentally when used twice daily for 24 days or money refunded.

Used and endorsed by doctors and scientific men of the highest standing. Look in your telephone and city directory for *Whole Grain Wheat* Distributor, or address *Whole Grain Wheat Co.*, 1911 Sunnyside Ave., Chicago, Ill. Chicago readers telephone orders Ravenswood 4101; Canadian address, 26 Wellington St. E., Toronto, Ontario. Toronto readers telephone orders Main 4489. Ask for free copy of the *MOTIVE*, the new monthly magazine devoted to better living, better health and better business, and being read by more than 400,000 readers.

Your Body Will Develop Itself — IF You Give It a Chance

If you know how to go about it, you can make the most amazing improvement in your personal appearance, your bodily proportions, your muscular development, and your stock of health and energy, without the necessity of "doing exercises."

Your "Muscular Habits" Make, or Mar, Your Figure

Mr. Edwin Checkley made a more thorough study of the effect of habits than any other man during, or since, his time. His picture appears on this page. It was taken at the age of 55. He died of an accident at the age of 75, and up to the time of his death, maintained his almost perfect figure and his tremendous strength.

His chest was of tremendous size. The muscles on the outside of the chest were not abnormally large; but his lung-capacity was phenomenal. Although his arms and legs were not loaded with muscle, he could perform the most surprising feats of strength, and he ascribed his unique power largely to the vigor he derived from his exceptional lung-development.

The curious thing about Checkley was that he never took exercise. He depended on his muscular habits to keep himself in shape. As a young man, he was weak and sickly, but brought himself to perfect health and acquired an enviable physique through the adoption of these muscular habits.

The Checkley Principle

He claims that muscles are developed by continual use, and that if you learn and adopt certain habits of walking, standing, bending, and breathing, your body will practically develop itself. He claimed that practising deep breathing for five minutes a day, would produce no noticeable effect, and he was very much opposed to "forced deep breathing." He claimed, and proved, that if a man would learn to breathe correctly (that is, with the upper part of the lungs), and *make a habit of breathing that way*, his chest would become larger automatically; that is to say, the chest would have to get bigger to accommodate the growing lungs. He also proved that as the rib-box (which contains the lungs) gets larger, the shoulders readjust themselves, and that a gain of 6 inches in chest measurement *should* be accompanied with a gain of at least 2 inches in shoulder-breadth.

Checkley applied these principles to everything he did. If you will look at his picture, you will see that on the front of his abdomen, he had a set of muscles just as prominently developed as the abdominal muscles of Eugene Sandow, or any of the professional "Strong Men." These other men developed those muscles by practising the hardest kind of bending exercises. Checkley's abdominal muscles were *created* by the way he carried his body. In his book, he tells how to carry the body in a certain way that causes a slight, but continual, tension in the muscles along the front of the abdomen, and along the lower part of the spine. He calls this the "balanced hip position." He further states that this method of bodily carriage *absolutely prevents the accumulation of fat* on the front of the abdomen, and in the abdominal cavity itself. Furthermore, he says that any stout man can rid himself of his "bay window," simply by adopting this position, without the necessity of doing any tiring exercises or the adopting of a distasteful diet.

Checkley's legs and back were so strong that even when he was 70, he could take a weight of 450 pounds on his shoulders and *trot* with it for 100 yards. This strength was created by the way he walked. In his book, he describes a certain method of walking which develops not only the calves of the legs, but the upper part of the thighs, and which gives enormous strength to the loins.

Your "Daily Exercise" Is Waste Effort If Your "Muscular Habits" Are Faulty

You have to admit the logic of his theory. After all, what is the use of practising strenuous bending exercises for five minutes a day, in the effort to get rid of a big waist-line; if, for fifteen hours a day, you stand, sit and walk with your body held in a way that *forces* the accumulation of abdominal fat? What is the use of doing five minutes' "corrective" exercises to cure broken arches in your feet, if you nullify the effect of that exercise by walking and standing in a manner that helps to break down the arches? What is the use of doing "squatting" exercises to develop big thighs, if, when you walk, you use only a few of the leg muscles? If you learn to use as many muscles as possible, and to use them correctly, your new muscular habits will *absolutely mold your body* to that degree of perfection of which every human being is capable.

His book is the *only one of its kind* and should be in the hands of every man and every woman who is interested in acquiring a beautifully shaped, well proportioned, highly developed body. His teachings are most fascinating, and the beauty of it is that he shows you a method whereby you can get perfect health and a beautiful figure as you go about your daily work. In his book, there is one paragraph of ten lines which contains the whole secret of perfect bodily proportions. If you buy one of his books, it will be interesting to see whether you can identify that paragraph.

This is not a course of instruction, but a *book*, and the name of the volume is

"Checkley's Natural Method of Physical Training"

Over 200 pages - - - Fully illustrated - - - Cloth bound

Price \$2⁰⁰ Postpaid

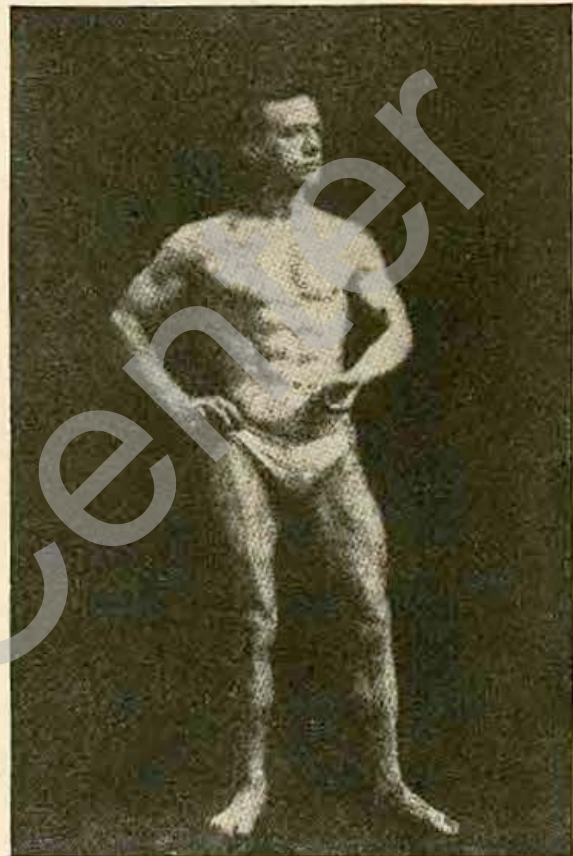
If You Want a Copy send Cash, Check, or Money Order to

THE CHECKLEY BUREAU

114 North Ninth Street

Dept. K

Philadelphia, Pa.



Edwin Checkley

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.

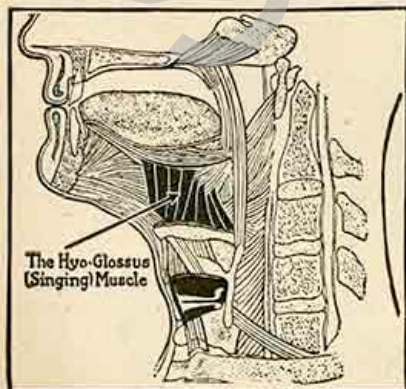


Diagram of the Normal Throat showing the Complete Vocal Mechanism. Your throat looks like this. So did the throat of the great Caruso. Professor Feuchtinger's system of silent, scientific exercises will develop your vocal organ to its full strength.

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.

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Let These Physical To **NEW**



Once A Round Shouldered Tailor— Now A Giant

By Antone Matysek

Ask anybody that is interested in strong men about Antone Matysek. Recently he broke all records with a back lift of 4000 pounds—two tons, mind you. And yet there was a time when this former stoop-shouldered Baltimore tailor could hardly lift the pressing iron. *The will to do and correct methods*, says Matysek, outlining the features of a health campaign that made him a physical giant. If you want strength read the story of this physical marvel in the October issue of Muscle Builder.

BE strong—success never comes to weaklings. Eight out of every ten strong men were once physical weaklings. You too can build muscles of iron and a frame of steel—if you will apply yourself the same way they did. Read their secrets, learn their own amazing short cuts to strength in this famous magazine Muscle Builder.

Costs only 15c per issue every month—yet thousands of people in this country are writing in letters of new found health, vigor and amazing strength due to the wonderful muscle building advice found in these instructive pages. The day of weaklings is passed. Don't fail to take advantage of our 3c a week Special Introductory Offer.

The Unknown Second

Benny Leonard's First Professional Fight

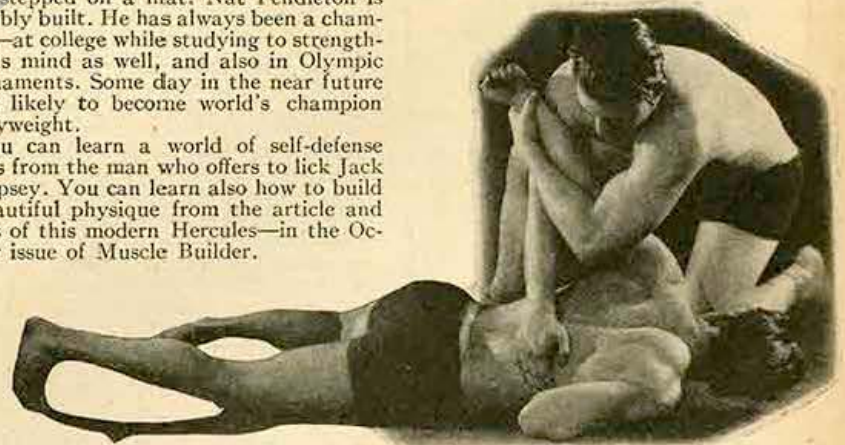
The stakes were fifty cents. The boys of Ninth Avenue were offering odds that husky Joe Fogarty would lick the champion of Eighth Avenue. For the first six rounds it looked like a good bet—but the skinny youth who was to become lightweight champion of the world was only

following the directions of his unknown second. Next round Joe Fogarty was knocked out. It was just as the mysterious second had planned. Read this story in the October issue of Muscle Builder and discover who is really responsible for every victory Benny Leonard ever won.

Wrestle Your Way to Strength

Learn the sport of strong men from the finest specimen of physical manhood that ever stepped on a mat. Nat Pendleton is superbly built. He has always been a champion—at college while studying to strengthen his mind as well, and also in Olympic tournaments. Some day in the near future he is likely to become world's champion heavyweight.

You can learn a world of self-defense tricks from the man who offers to lick Jack Dempsey. You can learn also how to build a beautiful physique from the article and poses of this modern Hercules—in the October issue of Muscle Builder.



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Muscle

Giants Guide You Strength

From a Hollow Chested Youth to England's Strongest Boy in Four Years

Twice doctors despaired of his life—the last time four years ago. A course under Mr. Allen of England and later with the famous Maxwick built him up until now he is the strongest boy in England. From frailty to muscular power—that is the story of Eric Trengove in the October issue of Muscle Builder. It shows you how you too can develop the strong muscles and fine frame of a vigorous manhood.



Other Red-Blooded Features in the October Issue—Don't Miss Them

I Pushed 27,000 lbs. Uphill

by Selig (Ajax) Whitman

Known as the strongest Policeman New York ever had.

How Good Are You?

"Can you defend yourself—or can anybody lick you"—ask these daredevil brothers.

The Secret of Your Muscles

An instructive article on hips and hip muscles by a foremost authority—Edmund C. Gray, M.D.

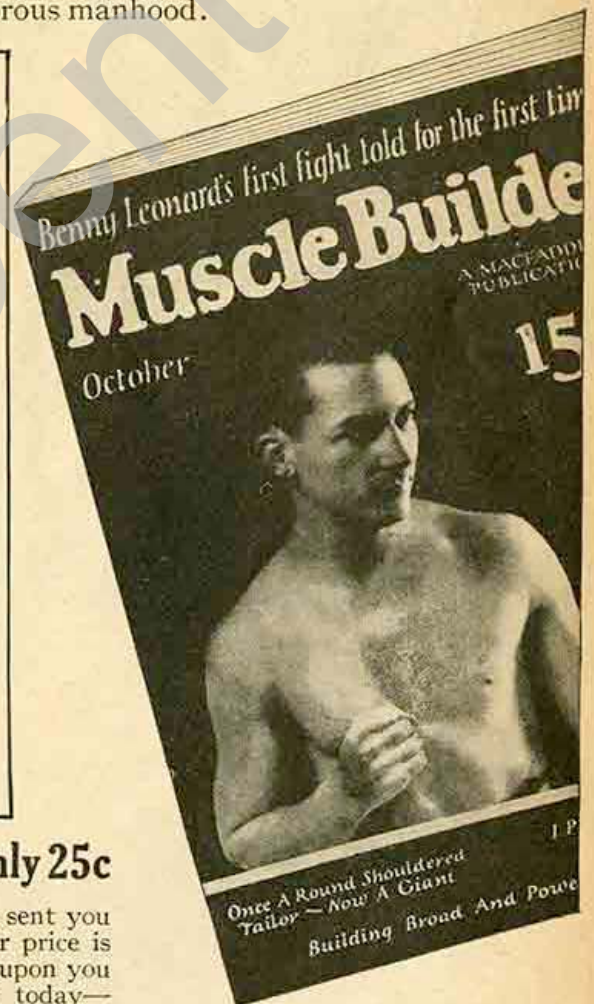
The Making of a Man

The true story of a man who overcame a frail physique and insurmountable difficulties. The strong win out.

Building Broad and Powerful Shoulders!

Bernarr Macfadden—"the father of Physical Culture" shows more ways of increasing Strength, Health and Pep—by his own scientific methods.

Don't Miss the striking "strong man" pictures that fill the pages of the October issue.



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On this special introductory offer "Muscle Builder" will be sent you for 3 months for the amazingly low price of 25c. The regular price is 15 cents a copy. But by filling in and mailing the attached coupon you will make a material saving. So act quickly. Mail the coupon today—NOW!

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Anna Pavlova and Novikoff in one of the unique poses which have made them world-famous, and which can be accomplished only through the superb muscular development and agility that comes through constant practice.

Strength

Editorial

What Have You Learned About Health?

NEXT month we are going to print a very interesting story which is the true account of how a woman who suffered from first one illness and then another, finally found that the cause of her ill health was an utterly irrational diet and, having made this discovery, applied it and proved not only theoretically but practically that in her specific case it was possible to become healthy and well.

Strength is continually getting letters, sometimes from men and sometimes from women, talking of the truly wonderful results that they have achieved by following the teaching of Alan Calvert, or Alfred W. McCann, or Florence Whitney, or others of our writers. Occasionally these letters go into greater particulars and occasionally we can use them as articles.

We would like to have all of our readers who have a real health or strength story to tell, sit down and write it and send it in. We know that there are thousands of these stories and we know that the foremost service that we can perform is to publish such stories. If this is an obligation of ours, it is an even greater obligation of those individuals who have a story to tell. They owe it to the others who are not so fortunate as they are to give them all the assistance that they possibly can and no one can doubt the value of experience as a teacher in how to gain health as well as in every other field.

Do you realize the important part that your mind and your nerves play in building or breaking your health? We once heard a very well-known instructor in physical training state that he would rather have a sound body than anything else in the world. This is a wish that is echoed by thousands of people daily and yet no matter what they do, they do not seem to be able to gain health.

The orthodox medical practitioners fall down. Diet and exercise do not seem to settle their trouble. Obedience to all hygienic laws still find them no better off than before.

Yet we all know that doctors cure thousands daily, that irrational diet and lack of exercise are responsible for thousands of deaths and that all these things work in thousands of cases. Besides this we know that there is an immense amount of mental healing done, and then we read of

deaths from all conceivable kinds of diseases where the patient was in the hands of a mental healer.

The truth of the matter is that the causes of poor health are of two distinct types; organic, which are the result of impairment of the tissues of the organ and can be cured only by attention to the laws of the body, and functional, the result of a disturbance in its action.

Of course, the two are often found together with one as the more important factor. Functional diseases are largely nervous in character and can only properly be overcome by a knowledge of the part which the nerves and mind play in building and breaking health. In future issues of *Strength* you will find a considerable amount of space devoted to health building in this field as well as the material which we have been giving on straight body building.

Perfect Women

For several months we have been running articles on the perfect type of woman—one an interview with Coles Phillips, another an interview with Neysa McMein and in this month's issue, Florenz Ziegfeld's idea of the ideal American girl. We want to establish standards of physical perfection for women which will be as authoritative and as attainable as are our standards for men.

We are going to get together photographs of twelve perfect women, one four feet eleven inches tall and one at each inch above until we reach five feet ten inches, and if you or any of your friends might qualify for such a gallery we would certainly appreciate your sending in your photograph, your measurements, and any additional information you may care to give us.

Do not hesitate to get in touch with us because Miss Marjorie Heathcote will be pleased to give you any advice and instructions that you may need to improve your figure if it is not all that it should be.

All suitable photos will be published from time to time and we can assure you that you will be helping us in a very interesting experiment. We have had experts tell us what an ideal figure is and now we want to see how many women there are who have not only the ideal of the experts, but an even more pleasing figure.

Why "Follies" Girls Are Beautiful

Analyzing the Qualities that Have Made
the *Ziegfeld Beauties* "Glorified"

By *Florenz Ziegfeld, Jr.*

I AM asked to designate the qualities for which the Ziegfeld Follies girls are chosen, the qualities which give them their beauty, their charm and their attractiveness.

I am reminded that the matter is important because it is pertinent to the lives of women everywhere. For the things that apply to our young women naturally apply to all other women.

As every one knows, it is the aim of Follies to "Glorify the American Girl." To accomplish this, my purpose is to select the finest and most representative of American girlhood. For the American girl of to-day, in personal beauty, in charm of personality, in quick intelligence and in spirit, represents the finest type of womanhood that the world has ever known.

The Follies girl, then, must have these qualifications:

She must have health. That means that she is wholesome and that she looks wholesome. The old saying that "Cleanliness is next to Godliness" holds particularly in matters of health because clean tissues and purity of body which are more or less obvious to the eye, are fundamental to the very nature of beauty.

Naturally, health gives tissue tone, health through a sensible observance to diet and rest; through sensible exercise. A disproportion of fat and a substantial substructure of muscle tissue both have their part in enhancing or detracting from beauty. Certainly, overdevelopment—fat, pudgy bodies and faces—are not only unbeautiful, but somewhat vulgar.

After all, the most perfect beauty must be associated with activity,—activity of the mind, soul and body, all



This is Marion Benda. Her beauty is characteristic of the quality of loveliness for which Mr. Ziegfeld is always searching and which he presents in the Follies.

coalescing, all component parts do their individual tasks. The body itself is the pivotal factor, but its weakness and strength may be obscured or amplified by energy, training and adjustment of points of personal value. Let a girl regulate her life so that she is active, "alive," interested in sports, mental development and the development of her physical being and she will necessarily take on beauty. Let her neglect these—discontinue her activity, and she will grow slothful, dull, ill-proportioned and unbeautiful.

She must have strength. I do not mean that a girl must have strength in an athletic sense, but in the sense of vigorous life. There is no appeal in the flabby girl.

It is difficult to associate beauty with a weak and unmuscular woman. The charm of invalidism belongs to a page that is past. If there is a charm about this woman it is a decadent charm.

Indubitably, the texture of flesh has its important part in creating an impression of beauty. Just as the sculpting of marble must produce the effect of warm, velvety flesh; just so must the skin of a woman induce a spell, indicate appeal, outward perfection.

She must have symmetry. Proportion is an inseparable part of beauty, whether in a human being, a boat, a tree or a building. Of course symmetry in a human being is partly a matter of proportion, which depends largely upon the natural bodily framework, and partly a matter of all-around physical development. Some people are more or less out of proportion, unbalanced in makeup.

Beauty cannot be expressed in tape measurements. It is after all a matter of intrinsic personality, dominated by intelligence and enforced by training. A bright mind can create the impression of beauty when the actual proportions are lacking; and experience on the stage, posing or in society can teach bearing, poising and grace. A skillful girl can so project her real points of beauty that all inadequacies are obscured.

The distinction between "show girls" and "chorus girls" still holds. The "chorus girls" are the workers. They do the intricate dances while the "show girls" form decorative backgrounds or embellish numbers and tableaux. The "show girl" is tall and statuesque.

I differentiate between types because I have specific needs. Certain numbers require large girls, perhaps blondes or brunettes, while others need small ones. The girls, for instance, in the "Can't Do



This is The American Venus according to Florenz Ziegfeld, Jr., who says Miss Dorothy Knapp is "The Most Beautiful Girl, with the most perfect form in America."

That Sum" number are all small to represent children. But the Ben Ali Haggin girls must be tall and impressive to give the impression of a picture. Above all, they must carry themselves with grace and a certain authority.

Speaking of proportions, Mr. Coles Phillips said some very true and interesting things in his interview recently published in *Strength*. But his stipulation that a girl must be five feet six inches tall, weighing a hundred and thirty pounds, expresses only his ideal, and does not



Two of Mr. Ziegfeld's distinctive types of beauty above. An interesting study of Miss Hilda Ferguson. At the left Miss Evelyn Law, famous as the world's highest kicker and also regarded by Mr. Ziegfeld as one of his leading beauties in the Follies.

mean that other women either over or under that height may not be equally beautiful. Some people have an ideal of tall men, over six feet, and yet one may find a man well under six feet who is much better built. It is a matter of proportion. A large number of tall women are too rangy, like very tall horses, and their bones are over-emphasized. This is not necessarily so, but it is likely to be in some cases unless they have splendid physical development to balance their framework. On the other hand, it is usually found that shorter women have more shapeliness. Compact people of either sex are likely to be pretty well put together, and so the girl of five feet three or four inches, whose head is not too large, and whose legs are not too short, or in other words, who is in proportion, is apt to be as "easy to look

at" as the taller woman. The average of the Follies girls is five feet four and a half inches, a little below the standard of Mr. Coles Phillips, and my girls are believed, not by ourselves alone, but by many outside critics, to represent the selected most beautiful womanhood in the world. Perhaps I might say that the average of my beauties is not far from the average height of American women generally. Which means that women generally might approach or equal my standards of beauty if they would work as hard to attain them as my girls work to attain and keep these qualifications that I speak of.

She must have appeal for both sexes. The Follies girl must be as attractive to women as to men, or she is not really appealing at all. Women are probably more sensitive to beauty in other women than are men. It is

sometimes said that other women are always jealous of a particularly lovely girl. Not at all. They admire her unless or until some unfortunate personal situation arises.

One reason why women especially enjoy the beauty of the Follies girls is because often they see themselves, or at least some of their own essential possibilities of beauty, in my young women. Often they find points of resemblance between themselves and some of the girls on my stage.

She must have the quality of glory. This element of glory is an elusive quality, just as the fragrance of the flowers is elusive. It depends not upon pretty features, attractive hair and bodily proportions, but upon something besides which gives one charm. Perhaps the manner of movement has something to do with that. This quality of movement I usually call "grace," but it is probably grace of mind, or grace of spirit, that makes it what it is. In any case, it would seem to be a quality of personality, some quality of the spirit, some quality of joy, added to vitality, that gives a girl this element of glory. It is the essence of real beauty. It attracts and appeals as does

the glory of the sunset, the elusive charm of the flowers, the essence of perfume or the loveliness of liquid music.

I aim to present this quality in the Follies. One may see girl shows anywhere. It is my purpose to offer something much more than this. I have features that

are distinctive, as Will Rogers is distinctive, as exceptional talent of any kind is distinctive. And I demand that the quality of beauty in my girls be distinctive in the same way and in the same degree as my production as a whole.

I suppose that one might say that it is beauty plus personality that constitutes a sort of super-beauty, and this is the ideal at which woman should aim. Anyone can improve her physical development. And she can improve the color of her mind, to gain personality. One should work not only for health and vitality, but for a quality of joy of spirit. Joyousness helps to give one vitality. Just because a girl has perfect features and a good body, she need not think that on that quality



Miss Gloria Dawn, representative of Ziegfeld standards of symmetry and bodily perfection. Mr. Ziegfeld sees some ten thousand beautiful girls each year in order to select perhaps a hundred for his productions.

alone she can acquire real beauty. For she will fail unless she has also the psychology of beauty that I have been speaking of—the thing that gives her charm and the mysterious quality of glory.

The Foods That You Must Eat

The First Step to Take to Attain a
Healthy, Strong, Beautiful Body Is
to Learn What the Real Foods Are

By *Alfred W. McCann*

LOSS of beauty always follows loss of health. Why? Because with the loss of health the tissues lose their tones and begin to sag. Firm curves become flabby, shapeless lines. Firm flesh degenerates to soft, water-logged fat. The eye loses its sparkle. The glow of vitality ceases to shine through a circulation muffled down. The red corpuscles diminish in number. Their scarlet loses its fire.

The pink that ought to come up to the surface from the inside fails to appear. Hence the application of cosmetics from the outside.

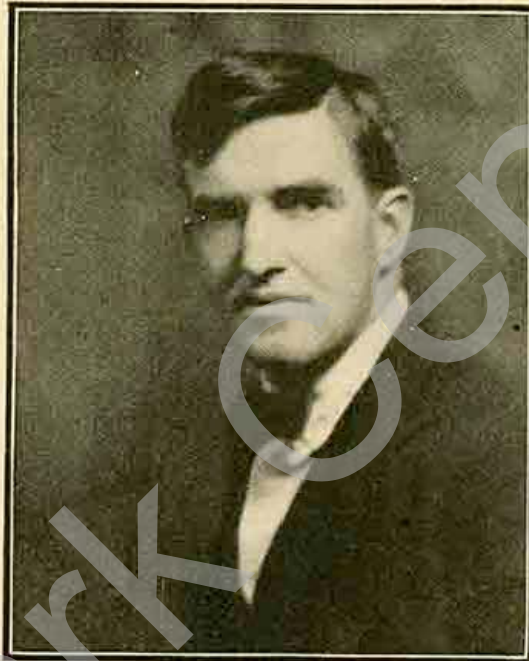
Of far more importance than these warnings of Nature is the significance of the thing warned against. Loss of beauty means loss of resistance, slowing down of the glands, increased strain on the heart, liver and kidneys. Loss of beauty means impaired vitality, inability to keep up with the demands of Nature.

The tragic aspect of all this lies in the fact that it is all unnecessary. Behind it stands neglect of a great truth, easily applied. There is nothing mysterious about it. We cannot remove from our food the elements indispensable to health, strength and beauty without also removing health, strength and beauty.

It is not the phosphorus lost in the milling of wheat, the polishing of rice, the pearling of barley, or the degerminating of corn which explains the inadequacy of these refined and denatured foods.

When the phosphorus goes the iron goes. When the iron goes the calcium goes. When the calcium goes the potassium goes. When these substances go the vitamins go with them, leaving the starches and the gluten behind. Starches and gluten do not of themselves sustain life, do not protect health, do not serve that curious thing called personal charm.

The food factory cannot remove any one element from whole wheat or from any other cereal without also removing all the other elements. These elements are so



Photograph by Nicholas Muray

Alfred W. McCann

intimately bound up with each other that when one departs all follow.

Commenting on the phosphorus content of natural brown rice as an index of its fitness for food, Chamberlain states: "The determination of any other element which is chiefly contained in the pericarp, such as potassium, iron, calcium, etc., would be an equally good index of the safety of the rice. To over-emphasize the importance of ferments or vitamins or of any one of the mineral salts is to cloud the whole issue of metabolism in mystery and darkness."

Patent medicine phosphorus appeals have been over-worked. Patent medicine iron appeals have been done to death. The vitamin craze has been a really crazy craze. The iodine craze has even affected public health

officials to the extent of compelling them to dump iodine into the reservoirs and water supplies of certain districts.

One might as well over-emphasize the virtues of sodium and ignore the vitamins altogether, as to over-emphasize the vitamins and ignore any other member of the group.

Whole wheat bread contains an abundance of the essentials of life. When honestly made of 100 per cent. whole wheat meal, with nothing taken away by refinement, it provides practically all the indispensables of existence, of health, of strength, of beauty and well-being.

We have already seen something of the thyroid gland and have learned that in health its iodine content is much higher than in disease.

The manner in which iodine, so completely removed from bread, biscuits, cakes, crackers, cookies, breakfast foods, cornmeal, pearled barley, rye flour, polished rice, pancakes, glucose, table syrup, sugar, candy, etc., influences the metabolism of other indispensable bodies is vaguely hinted at through the experiments of A. I. Ushenko.

Ushenko found that "following thyroidectomy (which means the removal of the thyroid gland) the percentage

relation of phosphorus to nitrogen in the urine is first increased, but then again is strangely diminished before death.

"The amido acids and purin bodies are increased while creatinin is diminished. The metabolism of the tissues containing phosphorus and nitrogen is acutely disturbed, the synthetic processes being most affected."

With the disturbance of metabolism all the forces that maintain health, strength and beauty are correspondingly disturbed. Hence the necessity of building the body with as much care as the engineer builds a machine. No machine is as important as the body, yet all machines receive far more care than the average man, woman, or child ever considers essential in the matter of self-preservation.

Genuine whole wheat bread is the beginning of health, the foundation of buoyancy, well-being, physical attractiveness, beauty. The wonder is that anyone in the entire community fails to see the truth and act upon it.

We have noted the loss of health, strength and beauty that follows the removal of indispensable elements from our refined foods. We have seen how the removal of an iodine-secreting gland affects disastrously the interrelations of other members of the body; how it modifies at once the nature and proportion of the elements secreted and excreted by all the other glands.

Iodine in itself will not support life. Its combination with other elements is essential. Individual scientists have devoted years of research to single issues, hoping thus to solve the secrets of life. By concentrating on one detail many of them have overlooked the importance of the whole combination. They have made mysterious that which is simple indeed.

Schaumann tried to prove that the development of polyneuritis was due to the loss of a phosphorus compound in the milling of whole grains. Chamberlain checked up on Schaumann's assumption and proved it was not correct. He was thus forced to the conclusion that a large number of substances have been shown to be of no value in the prevention of polyneuritis, one of the hundreds of forms of malnutrition due to the consumption of denatured bread and breakfast foods.

Among the useless substances that have been resorted to as a cure by the medical profession may be mentioned potassium chloride, phosphoric acid, either singly or combined; potassium phosphate, either acetate or carbonate; magnesium phosphate, lipoids of the lecithin group, nitrogen compounds such as histidin, asparagin, and the various amino acids; potassium iodide, thyroid extracts, Romann's salt mixture, seed oils, egg albumen, or any combination of these substances.

The failure of vitamins, when consumed without the assistance of other food elements necessary to normal nutrition, to perform the miracle of sustaining normal life and health requires little demonstration.

These vitamins, some of which, isolated by Casimir

Funk, are complicated chemical compounds, occur as colorless needle-shaped crystals with a melting point of 451 degrees Fahrenheit. When added to a diet of sugary and starchy foods they will not maintain life, although sugar and starch are rated among the very highest of the "high calorie" foods, and therefore are looked upon by mistaken scientists as the most important of all foods.

In fact, however high the calories, or however abundant the vitamins, unless the other food elements, so wantonly destroyed by food refinement, are present, the body cannot make proper use of them.

The experiments of Voegtlin and Towels with foods of "high calorie" value deprived of their mineral content demonstrate the inadequacy of the calorie theory.

These investigators found that "an aqueous extract of autolyzed spinal cord from which the coagulable protein has been removed contains vitamins or anti-neuritic substances which cure symptoms of polyneuritis in birds fed on polished rice when administered in daily doses corresponding to four grams of dried cord.

"These vitamins or anti-neuritic substances, when added to a diet of polished rice, seem capable of removing some of the nervous symptoms of disease, but fail absolutely to establish normal metabolism, and the affected birds do not recover."

This is known. The simplest of natural foods contain all the mysterious physiologically active principles required to maintain normal health.

Still we find scientists blindly rummaging through fields of experimental darkness seeking complicated and high-sounding explanations for phenomena so humble on the surface and so majestic at the core that they have defied all the cross-examinations, all the probings, all the analyses, and all the theories of man.

The grain of wheat simply asks to be let alone. The other cereals cry out to humanity: "We are sufficient in ourselves; do not change our nature, do not undervalue our functions, do not manipulate our attributes, do not destroy those potent forces we have brought forth from the earth for the food of man!"

Every housewife is familiar with the bubbling and effervescing which follows the mixing of baking powder ingredients. Cream of tartar and baking soda, or baking soda and molasses, when brought together in the presence of moisture, froth and bubble.

The bubbling is due to the elaboration of a gas which was originally part of the baking soda bound up in it by chemical bonds. Breaking of these bonds by the acid action of the cream of tartar or molasses sets the gas free, which is thus allowed to escape through the mixture to be raised during the baking process.

Baking soda is alkaline; cream of tartar and molasses are acid. Alkaline substances are at war with acids. When they come together they fight it out until both become neutral. After the fight there is neither alkali nor acid present. When neutralized by

(Continued on page 89)

Is Your Diet a Body-builder?

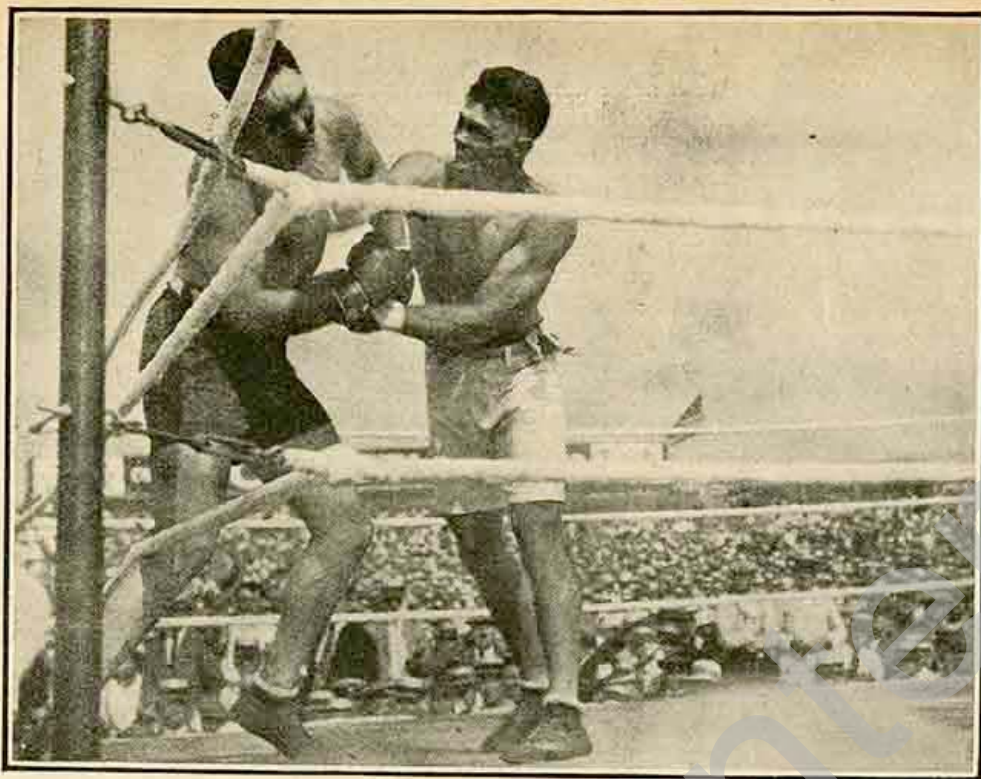
THE development of dietetic knowledge has been slow because too often the findings of specialists in specific fields have been held to be of the utmost universal importance.

The simple fact that the cereals are sufficient in themselves for the needs of humanity has been underestimated and this fact is the basic one that you must recognize to properly regulate your diet.

The fact that refined foods lose in the process the indispensable elements which form the basis on which you must build must be realized.

Then you must recognize that genuine whole wheat bread is the beginning of health, well-being and physical attractiveness.

First we had the iodine craze, later the vitamin craze, and so on. And in overestimating the value of each particular element, the importance of other essential elements is apt to be overlooked.



The Punch of Champions

The Short Straight Blow—the Snap That Has Made Them Masters of the Ring

By *T. Von Ziekursch*

THE other night we sat at the ringside watching one of the season's big open-air boxing shows. Two of the boxers in a preliminary were putting up a battle that for actual fighting done completely overshadowed the main bout, as is so often the case with modern ring methods. Of course, little else could be expected with business methods dominating the sport so thoroughly as they do at present and the champion of the world and his manager figuring themselves as an eight million dollar corporation. That is what Jack Kearns rates his managerial and Dempsey's fighting ability at.

So far as they are concerned the money is the only worth while thing and they are merely taking the whole financial question a step further than the other champions have dared carry it.

But these two preliminary boxers we were watching at that open-air show were not acting the part of champions. They were actually fighting and fighting hard.

One was attacking viciously, crouching and lunging with short hooks to the body. His plan was obvious, an effort to batter his opponent about the ribs to wear him down and force him to drop his hands. It went well for two rounds. Then in the third something happened that was not listed in his plan at all. The other's shoulders turned ever so slightly and his right crossed, a

blow that travelled about a foot. That was all.

The one who had been attacking to the body staggered backward and sat down very suddenly, a most surprised expression on his face. He got up at the count of eight and it was plain that he couldn't figure out what had happened and was quite offended at the other's having come to life in such fashion when he had not expected it at all.

Again things went the same way for two rounds, then that short right hand punch whipped over suddenly once more. The ringman who had been down once started to stagger backward again and before he could fall, that right lashed out a second time and caught him fairly on the side of the jaw near the point. He fell forward instead of back—the indication of the clean knock-out.

And he was done. The referee counted all ten and they lifted the fallen gladiator to his corner. A few seconds later he revived, all the effects of the punch gone, for a clean knock-out to the jaw is an evanescent thing.

The man sitting next to us was an old timer, a real veteran of the game. He turned to us and spoke.

"The shortest distance between two points always has been a straight line and always will be," he said.

There was a world of ring lore in those few words and they brought to mind something that Billy Delaney,

the man who made Jim Jeffries champion of the world, once told us.

"No man can ever be a real champion unless he can hit a straight punch."

In his prime Jeffries hit them straight. It frequently took the big boilermaker a long time to get one over but when he did the other fellow was through, and those who recall how that terrible left of his would come lashing out like the piston on the driving wheel of a locomotive, know in the fullest sense how terrible a straight punch can be.

Right there is the secret of the boxer who is a success, the one who may gaze toward the heights with some reason.

Also, right there is the answer to why so comparatively few men really can box. A lot of us like to pride ourselves upon the fact that we are a nation of athletes, baseball players and boxers primarily. Stop and think it over. There really aren't such a great percentage of us possessed of the ability to field a hot grounder cleanly, or capable of hitting a real straight punch which would invariably beat the other fellow's swing or hook to the mark.

The straight right hand punch or left hand in the case of such ring masters as Lew Tendler, the Philadelphia southpaw, is a development of the modern era of boxing.

John L. Sullivan was a marvel. He used to draw an

opponent within reach, crush that terrific blow down on him like a pole-axe and then let him drop. They did drop, too, when John L. smashed them. He was a physical colossus so far as the power of his arms was concerned and he might have laughed at science and ring skill such as Jim Corbett conquered him by indefinitely, but for his drinking

habits in between bouts and his reluctance to training. But he was far from the mighty man of his prime when Corbett came along, and Corbett had two things—a super defense and the ability to hit a straight punch.

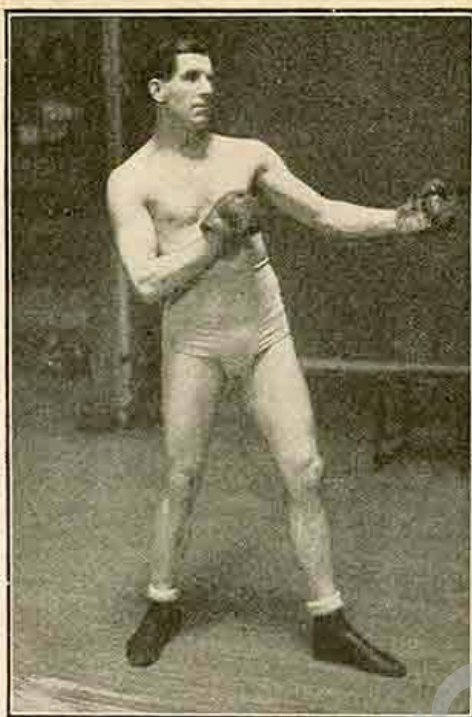
The San Francisco bank clerk sacrificed hitting power to boxing skill but he was the first of the new regime of straight punch hitters before which the old sluggers with their Sullivanesque methods of using their hands and wrists as clubs had to give way.

Then came Fitzsimmons and Jeffries, two of the greatest that ever got in a ring, Johnson, Willard and Dempsey, all masters of the ability to drive over that short, sharp thrust when the openings come.

Joe Gans had it, too, and Benny Leonard, a pair of light-weight champions who were born to the purple of fistiana's highest destiny.

The writer has seen Dempsey knock men completely unconscious with a short, straight right and it is a curious thing that they invariably fall as mentioned before, face downward when hit with the snap that is in a blow of this type.

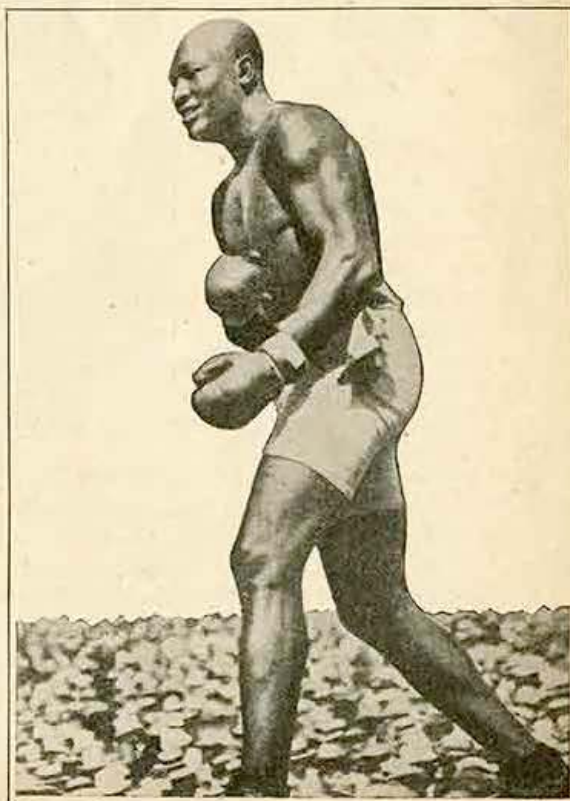
It is not a punch that requires vast force. The snap is the effectiveness of it and it leaves the hitter all set and ready to hit again instead of off his balance and an easy victim for the other fellow as a swing or hook so frequently does.



James Corbett

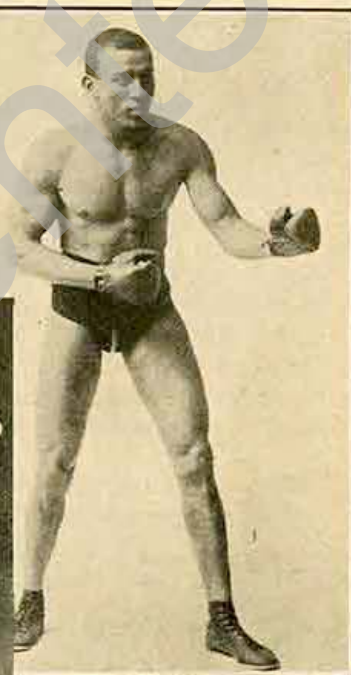
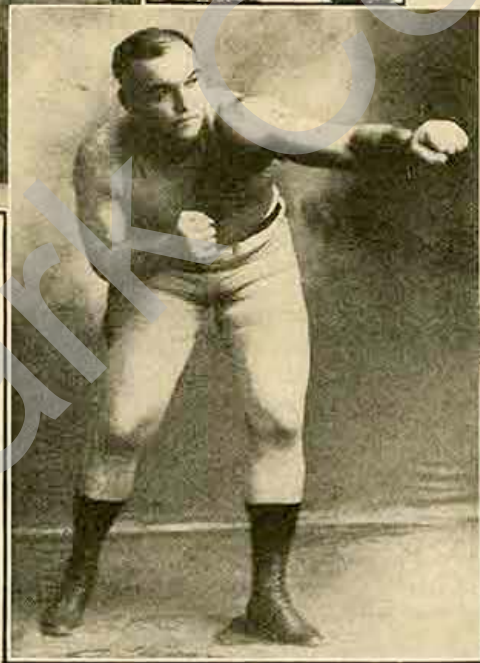
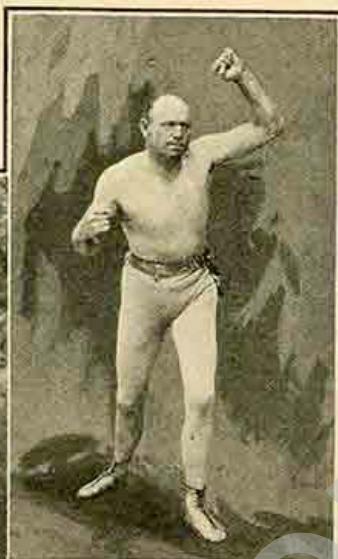
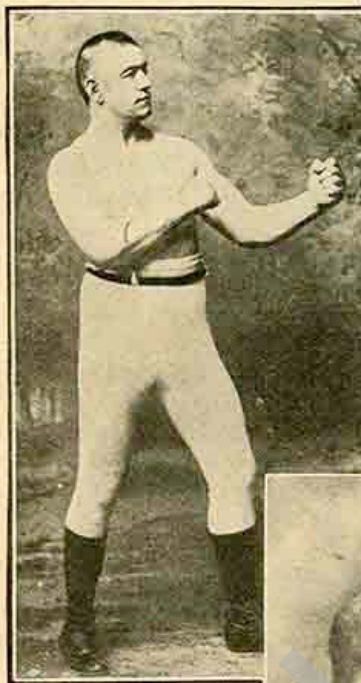


Willie Jackson



Jack Johnson

This ability to hit straight is the killing rapier thrust of ring science, the mark of great men in the realm of the squared circle, the thing that stamps the real champion. A lot of them get close to the top without it and some few have even reached the crest but they are very rare—Battling Nelson and Ad Wolgast as examples. Neither of them amounted to a great deal when it came to straight punching, but then, think it over and you will agree that neither of them amounted to a great deal so far as any kind of hitting went. They were champions for the simple reason that they were super human in their ability



John L. Sullivan (at the left), Bob Fitzsimmons (above), Joe Gans and Jim Jeffries (below), all masters of the ring.

to absorb punishment. Many great fighters wore themselves to the state of exhaustion hitting Wolgast and Nelson and eventually the hooks and swings of this pair could get in their work.

A man of the calibre of Gans, when at something like his real form instead of the wreck he was when Nelson whipped him, could have made short work and a pitiable show of either Nelson or Wolgast. He'd have stood off and torn either of them to pieces with his wicked straight jabbing and right crosses. Even their magnificent endurance could not have stood against the punching of which he was capable. It is doubtful, too, whether either of them could have weathered the straight punching of a man like Benny Leonard.

Present day fans will remember Willie Jackson who faded from the very heights of the lightweight division so quickly and is now a pitiful thing, broken in spirit and body and wealth after amassing a fortune by fighting them all as fast as they could be brought against him.

Jackson was undoubtedly one of the greatest straight right hand punch hitters that ever lived. He caught

Johnny Dundee with one of those lightning-like smashes, a blow that certainly did not travel over eight inches, and Dundee was knocked out for the only time in his career. Jackson hit Lew Tendler with that same punch and really knocked Tendler out although the Philadelphia southpaw was saved by a slow count, for which the referee could not be blamed as Tendler's manager interfered and pandemonium broke loose.

Few men have been greater masters of that short straight punch than Jack Dempsey. He used it once or twice on Willard but it was not necessary there and he was forced to try it on Tommy Gibbons when the St. Paul master thwarted and turned aside his best efforts at hooks and swings. On Firpo Dempsey used that right cross with a great deal of success, and the

Argentine colossus, like most fighters trained outside of the United States, did not know how to meet it and had nothing of the kind in his own repertoire of punches with which to counter.

To revert to Billy Delaney who played such an important part in the life of Jim Jeffries, the writer once asked Delaney who he considered the greatest champions that ever graced the ring. Without hesitation Delaney named Kid Lavinge among the lightweights, the reason being that Lavinge twice conquered the famous Barbadoes Demon—Joe Wolcott—when Wolcott was at the height of his fame. Those who remember Wolcott will recall him as the strangely built little man with a bullet head, arms like a gorilla and a massive chest; a welterweight who fought anybody they could coax into the ring with him and knocked out Joe Choynski who in turn knocked out Jack Johnson.

(Continued on page 91)

Rheumatism— Its Cause and Cure

A Study of the Disease, What It *IS*,
Versus What It Is Supposed to Be

By
Dr. Edwin F. Bowers

WHAT we call "rheumatism" probably contains less actual rheumatism to the cubic inch than even the most candid are willing to admit; for rheumatism may be anything, from a painful contraction of the muscles of the scalp, to flat feet. With a superfine contempt for terminology and classification, we label almost any sort of ache or pain, no matter what its cause, rheumatism; because then we know what we mean—although we don't know what we mean—although we don't know what we are talking about.

The word *rheuma* is derived from the Greek, and means "flow;" ergo, a catarrh or cold. Which comes as near defining what rheumatism is not as anything we could pick out of the dictionary. But this mouth-filling name satisfies patients and some doctors—even though the various explanations of its origin and the treatment do not.

But with this ignorance of the actual causes of the disease, there is a fine crop of theories which contain more or less of probability.

However, there is one very painful fact, and that is that when a patient has true rheumatic fever we can assure him without fear of successful contradiction that he has inflammatory rheumatism, in its acute, articular form. However, assurance is usually unnecessary to an individual with a high fever, prostrating acid sweats, swollen, red, glossy joints so tender that the slightest draft, touch, or movement will produce paroxysms of pain, who is about as thoroughly miserable as anyone can be and still take medicine.

The only satisfaction or consolation he has is that he knows exactly what is the matter with him. He is playing the reluctant host to several million bugs. We don't know their names yet; although we strongly suspect a little beetle-browed bug by the name of *Streptococcus Rheumaticus*. Indeed, we are quite certain

that it must be he or some of his near relatives, judging from the way the disease "acts," and also from the fact that it responds favorably to vaccines formed from the products of "mixed infection" germs, which it would not do unless these germs were a causative factor in the condition.

It is further thought that these pus-forming organisms—of which *Streptococcus Rheumaticus* is Who's Who—came in, looked over the ground and found that the conditions were not exactly favorable for a general septic onslaught; so compromised by starting a war in the joints, where the phagocytes and other defenders are not so numerous as in the blood stream.

In this connection, one of the most significant and far-reaching of modern medical discoveries and one that will have a tremendous bearing upon the prognosis and treatment of infective rheumatism, is the discovery by Dr. Edward C. Rosenow, of the Rush Medical College, Chicago, of a bacillus that is charged with rheumatism in the first degree. Dr. Rosenow secured this choice specimen by picking out little particles of decaying food from the crypts of the tonsils—long and unfavorably known as accessories before and after the fact of a lurid variety of diseases among which may be mentioned

dyspepsia, sciatica, kidney disease, and chronic inflammation of the lining and covering of the heart.

These particles Dr. Rosenow macerated in sterile salt water, and injected into rabbits. The rabbits sickened, presenting all the symptoms of acute rheumatism. The doctor then collected a mixture of blood and serum from the swollen joints and "planted" it upon gelatin and beef tea—which is to bugs what pâté de foie gras and Camembert cheese are to epicures. The germs liked it so well that they began to grow, and then it was found that a new microparasite had been discovered.

Vaccines prepared from these germs have been employed in certain types of

It is a peculiar truth that the average person knows little or nothing about the most common ills of the body. The familiar words—colds, headaches, rheumatism, may be heard anywhere and yet it is safe to say that not one person in a hundred knows what they actually mean.

Dr. Bowers' experience in this field has been a fruitful one and we are glad to have been successful in securing his help for our readers. Each month he will take up some particular ailment of the human body, explain its cause and effects and advise you as to the best way of avoiding or overcoming it.

In the November number of **STRENGTH** he will write on "*What Starts a Headache—and How Can I Stop It?*"

rheumatism—types in which these microorganisms are presumably the chief cause of the condition—with highly satisfactory results in many cases. However, at present, six weeks' rest in bed, active elimination, either cold packs or cottonwool swathed round the joints, and symptomatic treatment, directed toward the relief of pain and bombardment of the bugs, is the best there is to offer.

Acute articular is the most dangerous of all the varied forms of the disease, on account of its "after effects;" for in almost three out of ten cases it leaves the heart crippled. The inflammatory process ultimately spreads into the blood, ulcerates the little gates or valves, either eating away part of their edges, or twisting them out of shape by the formation of scar tissue so that they no longer close properly. It is claimed that seventy per cent. of all organic heart lesions have their origin in an attack of rheumatic fever.

Also rapid anemia develops in inflammatory rheumatism; both the red cells and the hemoglobin (that element which conveys oxygen through the tissues) frequently being reduced by half.

So while this disease in its immediate results is much more painful than dangerous, its sequelae—as with common measles which mothers regard so lightly—are greatly to be dreaded.

When we leave inflammatory rheumatism we ascend into the domain of medical metaphysics, where one theory is as good as another, and perhaps a good deal better, provided we maintain it with sufficient vigor and vehemence. We may start right on the top of the head for causes.

First, there is "hair-cut" rheumatism. Certain anemic, nervous individuals approach a barber for purposes of hair amputation with their fingers crossed, a rabbit's foot and a horse chestnut in their pockets, and fear and trembling in their hearts; for, unless the weather be balmy, or they go straight to bed, they are due for an attack of stiff neck—doctors think it dignifies it to call it "torticollis." A brisk cathartic and the application of, and massage with some penetrating liniment usually straightens this out.

Leaving the hair alone in its glory, the next cause of rheumatism is found in the nose and the passage running from the nose to the throat. Here spots of infection, as with the tonsils, permit organisms or toxins to enter the system. Surgical correction of anatomical defects in the nose, and the judicious use of an antiseptic spray, have cured more than one case of this variety of chronic rheumatism.

That form of rheumatism known as rheumatoid arthritis—alias arthritis deformans—is quite frequently caused by inflammation in some part of the head, either from infection of the tonsils or alveolar abscesses (loose teeth or gum boils), or chronic inflammation of the bone cavities (sinuses) connected with the nasal passages.

Foci of infection are also found in decayed teeth; in fact, we can find almost any infection from cold to appendicitis in hollow teeth if we look carefully enough. Many joint afflictions that have resisted medical treatment clear up entirely after a painstaking dentist polishes off those pus pockets that form round the necks of the teeth at or below the gum margins. Actually the importance of a dentist's work in the preservation of the general health is only beginning to be recognized. So if

you have chronic rheumatism, tell the dentist about it.

"Rheumatics," or "rheumatiz," is an ailment that is most likely to come with old age—be it early old age or legitimate old age. It is that form which is aggravated by stooping—or rather by straightening out again after stooping. Many fear these pains as due to kidney trouble. For their ease of mind we emphasize that while the kidneys become smaller in old age, or while they may become diseased if persistently abused by alcohol or food, they seldom "pain." The discomfort arises simply from the "stiffening" of the muscles of the back and of the joints between the vertebrae. The thorough application of a mechanical vibrator, or a high-frequency tube, or a night and morning massage along the spine with olive oil and elbow grease—equal parts—frequently works wonders.

True lumbago may be the result of an accumulation of toxic material in the muscles of the back, an irritation of the local nerve supply, or a displaced spinal vertebra. If from a displaced or sub-luxated vertebra, the services of a good osteopath or chiropractor should be sought. Sometimes a very slight "adjustment" is all that may be required to bring about complete relief from a most obstinate and painful attack of lumbago.

And here is something else that may seem most foolish and yet has produced astonishing and gratifying results. It is a little "stunt" in "zone therapy," originated by Dr. William H. Fitzgerald, of Hartford, Connecticut. Grasp some object about an inch wide and a quarter of an inch thick—a dull table knife or a comb will do nicely. Better get two of them. Hold these in the palm of each hand and close the fingers tightly over them so that their edges on the teeth of the combs are pressed firmly into the flesh of the hand. Preserve this pressure for from three to five minutes, releasing at times to change slightly the points of contact. I have seen this treatment relieve some of the most aggravated attacks of lumbago—and often in an incredibly short space of time.

The principle is that pressure on the nerves located in the same "zone" as the pain relieves pain or inflammation anywhere throughout the body in that particular zone and tends to bring about normal physiological functioning in these areas.

Sciatica is generally classed as rheumatism because it hurts the same way—only worse. It is frequently due to slight dislocations of the hip joint known as sacro-iliac subluxations. If such is found to be the case, osteopathy will cure it; but if the sciatica is neuralgic in origin, if it is the nerve bawling lustily for food, feed it; for hammering it over the head with analgetics and sedatives is merely palliative. When it recovers consciousness it will redouble its protesting shrieks.

Tiny veins in the legs sometimes as the result of long standing or other strain, become dilated and stretched. This causes a "pinching" of the nerves and this pinching causes them to yell for help. An elastic stocking or other support will quiet them; but a better way is to quit the standing job and get some light form of occupation that can be conducted from a chair.

Then we have a very painful and chronic form of rheumatism due to "flat feet," also known as "broken" or "falling" arch. This causes more or less severe pain in the feet and the lower legs mostly along the shin-bone. There is almost instant relief for this variety in

(Continued on page 72)

Can Exercise Always Be Interesting?

Lack of Enthusiasm is the cause of most physical failures—Here are some pointers about retaining the spirit that brings success

By Charles MacMahon

YOU cannot derive the best results from exercise unless you are interested (or enthusiastic) at least to a reasonable degree. While this rule applies to all other endeavors as well as to physical training, it does not prove, however, that physical success is anywhere nearly as difficult for the average person to get as say, financial or professional success.

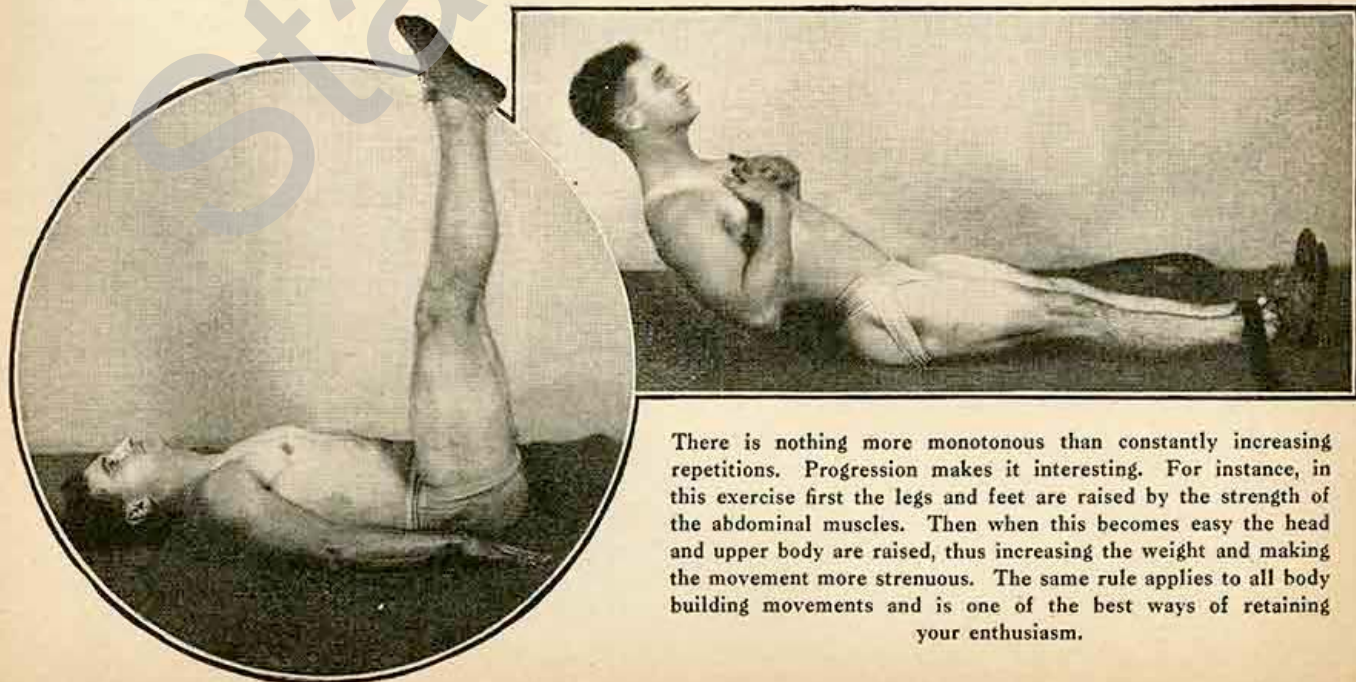
Think of the years of interested, enthusiastic and almost untiring efforts that must be put forth by most people who gain only fair success in other lines of endeavor, and compare them with the few months consisting of a few minutes of well directed and enthusiastic movements that invariably bring at least fair physical success. If you will stop to consider this, you will see that good physical results are very much easier to get than most other desirable things of this life and world.

You cannot make a success of business by thinking of pleasure in business *hours*. Neither can you make a success of physical culture by thinking of pleasure, business, etc., in your physical culture *moments*. But to concentrate deeply and consistently, you must be inter-

ested. Therefore, my purpose is to define as clearly as possible the many things that change exercise from an irksome duty to desired pleasure and which in turn will let you eliminate as much as possible the things that dampen your enthusiasm and cause you to miss success.

In order to keep up your interest, your method of training should be a progressive one. You must feel that you are advancing—that you have accomplished your present exercises and you know your next set of exercises will be more advanced and, consequently, will give you new movements to master. This is what causes you to progress and what strengthens and develops you.

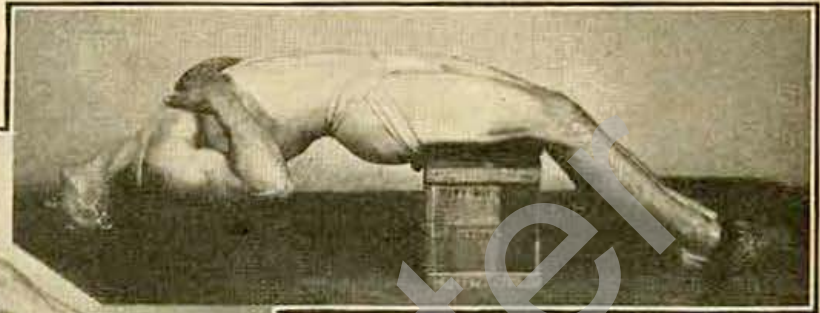
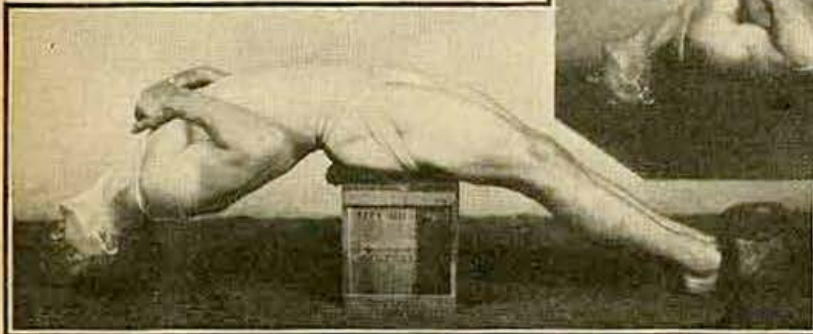
Each program must be made up of an entirely different set of exercises than the set from which you have just graduated. Progression must be obtained by exercises that are in themselves slightly more advanced or more strenuous than those in your previous lesson and never by merely increasing the repetitions. If your system of training retains the same exercises throughout your entire course and relies upon gradually increasing the repetitions, you will get nothing much except, possibly, endurance. Of course all methods of exercise



There is nothing more monotonous than constantly increasing repetitions. Progression makes it interesting. For instance, in this exercise first the legs and feet are raised by the strength of the abdominal muscles. Then when this becomes easy the head and upper body are raised, thus increasing the weight and making the movement more strenuous. The same rule applies to all body building movements and is one of the best ways of retaining your enthusiasm.

improve the general health; but to get actual development, unusual strength, etc., your methods of training must be scientifically laid out on the foregoing principles. So, therefore, if you want to gain the best results but find your interest lagging, see that your exercises contain these elements as the first precaution against your physical training failure.

The word "results" means a lot to the physical culture novice. His improvements or the lack of them will naturally make or break most beginners. There are a great many who fail to notice, or probably disregard, the tiny improvements that come shortly after training is



Another example of progressive exercise. By moving the box closer to the knees you make the work harder and dispense with the necessity of too many repetitions.

commenced. This is where the beginner makes a mistake, for the slight improvements that come after only a week or two of training should be a great source of pride to the beginner. The man, woman or child who is overjoyed, so to speak, upon discovering these small but important results, is the man, woman or child you will see or hear of later as a successful builder of his or her body. Whereas, the person who scorns such trivial improvements, is the person who will fail because he will quit before he is fairly started.

If you are about to start physical culture in earnest, always remember that no muscle on any human being or animal can jump an inch in development. The gains will be more like first a 64th, 32nd, 16th and 8th of an inch and so on until that inch is reached. Of course, it is impossible to measure an increase of a 64th of an inch on any part of the human body. I would not bother even with a 32nd or a 16th of an inch, but be sure to keep your eyes open for the 8ths of an inch improvements.

In preparing this article, I took the trouble of gathering a little data from the measurement blanks of a great number of my pupils. I found that a quarter of an inch was the smallest fraction bothered with when these pupils of mine performed the very important task of measuring themselves prior to commencing the improving of their physiques.

Now understand me; I know that any fractions between the quarters does not matter a particle in a finished strong man's or athlete's measurements. If a certain strong man has an actual $17\frac{1}{8}$ inch upper arm, it does not matter much to you or I whether he calls it 17 inches or $17\frac{1}{4}$ inches. But with a beginner it is all important to note the minor fractions. Many novices and men with some experience with exercise have given up trying to improve their physiques when success was more or less "just around the corner" simply because they would not or could not note these fraction of an inch increases. To put it differently, they lost interest

because they fooled themselves into believing that their muscles were not increasing at all.

So look to the details, at least, until you have proven to your own satisfaction that you can improve and that physical culture is all and more than it is claimed to be.

"Competition" is another interest producer. It will resurrect dead enthusiasm, stimulate dying interest and keep the highest quality zeal from lagging. The desire to beat some one or every one is natural with most of us.

If we cannot win, the desire to at least not be beaten and get by with a draw is just as natural. Therefore, we are urged on to accomplish better and more difficult feats by competition.

To have a friend or two exercising with you or performing feats of strength, endurance and speed is not necessarily competition. Real competition is, of course, produced only when these friends are near enough to you, in regard to ability, to make the battle for supremacy a close, hard-fought proposition. Otherwise there is no competition and all the good your friends are, as far as urging you on is concerned, is to keep you from getting lonesome and afford an opportunity for you to play the hero.

If you have a friend who is interested in the same line of physical endeavor in which you are interested, then I say work together. But if your friend or friends are not interested above occasional inquisitiveness, then make them stay away from you during your exercising periods.

An even better way to compete with a friend, to see who can get the best development or greatest strength in a given time, is for both of you to exercise alone and then compare your improvements when the time agreed upon is up.

In this way you get the many advantages that practicing alone affords and you also have the competitive element to push you on. In training alone, you are more apt to keep strictly to a definite program of exercise than when in company. Besides, there is nothing when training alone to take your attention from the movements and your physical aim. These two points of training are very important.

There is another detail that can and should be woven into a course of physical training which will go a long way toward making you like your exercising periods. This detail is the actual practicing and learning of many worth while feats of strength, endurance, suppleness and agility while going through a course. Such feats,

mingled with your course of training in a thoughtful manner, keep up your ardor because you are learning and accomplishing the stunts and knacks that the great athletes of all branches pride themselves in being able to perform. A training program of this type gives you the joy of accomplishment and makes your exercise more than mechanical motions.

In laying out a course that is to contain this element, you must first select the feats or strenuous exercises which you would like to be able to perform and which have good exercise qualities. Then think back to the simplest and easiest form of these feats or exercises. Now you have a beginning and an ending, so next you must supply as many intermediate steps as will suit your physical ability. When you have a course of this kind laid out you will give so many days to the practicing of each step. The number of days cannot always be the same for there are going

to be steps that will be more difficult than others and they, of course, will take more time and practice.

But in this way you have goals in each lesson and each exercise, and in learning to "make these goals," or in other words winning them by accomplishment, your interest never lags.

There is another thing that helps all of us, as well as the beginner and that is sincere encouragement from others. I know there is very little of this to be had. There are an unnecessarily great number of people who take pleasure in poking fun at those who take up physical culture in order to improve their shapes, health and strength. The only form of physical culture that these scoffers indulge in is "heaving the wet blanket." And if this event were included in the next Olympic meet, there would be plenty of expert material from which to pick. Of course I am speaking entirely of this country's chances, not knowing what they throw in foreign countries.

You will have to let that type of pest live, but you are not compelled to let them "phase" you. Always say to yourself, "Well, they laughed at Columbus, Fulton, The Wright Brothers and many others of this class of men; so why shouldn't they laugh at me?"

If you can get no encouragement from others, learn to "pat yourself on the back"—tell yourself how well you are improving. This will not only aid you in getting better physical results but it will also give you confidence in yourself.

Another sure cure for lagging interest is a layoff from exercise. The layoff, however, must not be too long—a day or two is plenty in ordinary cases. A short rest of this kind will not only whet your appetite for exercise and consequently double or triple your interest, but it will also give your muscular system a chance to recuperate, which is especially true if you have been overdoing your training.

Now that you know a few things that will restore your enthusiasm, it might be well to enumerate a few of the things which, I find, slowly kills enthusiasm.

First there is the type of exercise that requires a great number of repetitions. There are a few people who seem to like to perform insignificant movements a great number of times. For those who like it, there is no harm; but to those who do not like it there is a harm. This condition can be avoided by gradually increasing strenuousness in exercises.

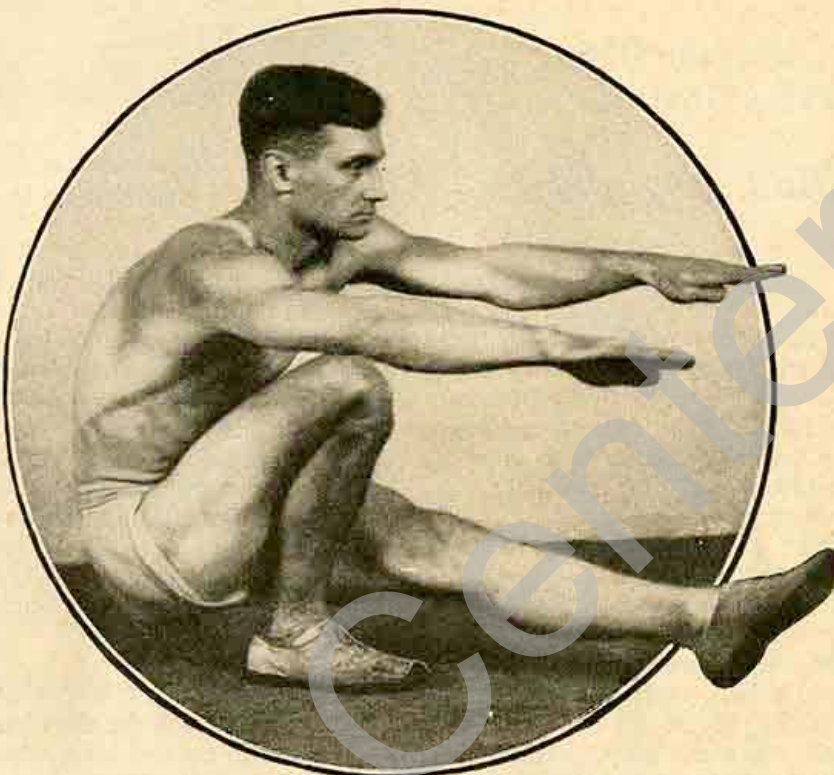
Then there is the type of person who lets the minor setbacks and difficulties dishearten him. A good motto for anyone to have in physical training is "Gloat over your minor gains, but disregard your minor setbacks." If you are poetically inclined, you can say it this way: "Gloat over your minor gains, but entirely disregard the Janes." Both are good mottos for physical culturists.

To point out, in a more serious way, just what I mean, I will mention some of the minor mole hills out of which many physical culturists make a mountain and then haven't the gumption to even walk around them. Here are some of them: Stiffness and soreness of muscles, inconvenience of some exercises, lack of facilities, inability to stand the slight ache produced by a thoroughly-exercised muscle, seeming lack of time for exercise, inability to help oneself, accidents, family affairs.

There are quite a few would-be physical culturists who are very easily discouraged by the temporary stiffness that comes to a beginner's muscles after the first period or two of exercise. If started in a very mild way, exercise is not so likely to bring about this condition. But it will happen at times and should not be allowed to dampen your ardor for exercise and physical perfection.

There are some very good exercises that present a little difficulty in the performing of them. Sometimes it is a certain condition of the exercise itself, and at other times a lack of facilities that bring about the minor difficulties. You should learn to surmount these difficulties, or when impossible to

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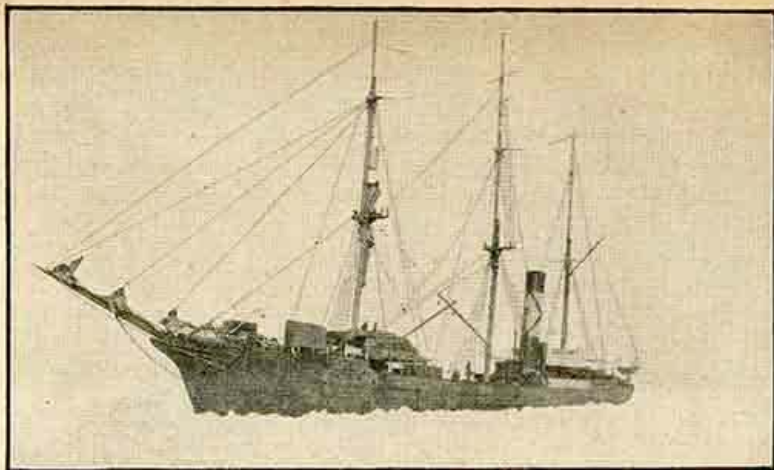


Stunts like this make your exercise period a pleasure.

Strength of the Frozen North

What Manner of Men the Bitter
Northland Has Bred

By George Allan England



Gae

Terra Nova from the Ice

THESE many years I have knocked up and down this world, and many different races I have seen. This I have noted, that warmth and ease breed weakness; cold and labor produce strength. For all-round vigor, not only of body but also of character and soul, I have never found men to equal or even in any way to approach those rugged Vikings who hunt the seal-herds, making their kill amid illimitable white wildernesses of arctic ice.

Not long ago my quest for adventure led me to ship on board a vessel of the Newfoundland sealing-fleet and sail out into the ice-pack with the hunters. This vessel was the historic old Terra Nova, the same that carried Scott and Shackleton on one of their antarctic explorations. For a month and a half, most of the time in tremendous ice-fields drifting down on the Labrador current, I lived, worked, ate and slept with the seal-hunters, talked constantly with them, took innumerable notes and hundreds of photographs; I learned their dialect, their life-philosophy, their fortitude, their magnificent power and endurance. Other writers may

theorize about what the North does for men of Nordic stock, but I know! These Newfoundlanders are of English Scotch, Irish extraction. For generations they have lived in contact with sub-polar conditions. And they have become far hardier than their ancestors; a race of Vikings indeed. All

weaklings have perished. Only the fit have survived; and these are fit, indeed!

My study of these people has convinced me that our most scientific ideas of hygiene, under the weakening influences of civilization, are not necessarily binding in other and hardier environments. That baths, tooth-brushes, ventilation, careful feeding and all the rest may be vital to our welfare in a tame, white-collar kind of existence, but that other factors may so far outweigh these, that men may seem to violate all rules of health and yet be marvels of strength and endurance. That the North, for all its lack of conventional hygienic methods, breeds MEN!

The Where, Why and How of Seal-hunting

In order to grasp the situation you must understand the outlines of the seal-hunt, which is the largest killing of wild mammals anywhere in the world, sometimes resulting in a catch of 250,000 seals. Early every spring, some 1500 Newfoundland "outport" men of the northern bays gather in St. John's. Some have to walk as

much as fifty miles through deep snow and blizzards even to get there. Arriving, they ship aboard the eight or ten old wooden steamers of the sealing-fleet, for a month or two of the most strenuous hunting in the annals of humanity.

The ships put out into the illimitable ice-fields that cover the



Fey

The Vikings in Summer
Servitors of King Cod; a typical banker's crew.

Atlantic between Newfoundland, Labrador and Greenland. They smash their way through this Arctic ice, looking for the immense herds of "harp" and the more scattered "hood" seals, whereof the fat and leather are valuable commodities. The ice is usually many feet thick and is often "raftered up" into tremendous barriers. Bergs and "growlers" intersperse the fields. When too heavy to be broken by the ships, they have to be blasted with bombs and blown up. The blasting of an ice-jam, far at sea, is a job you never forget if you have once witnessed it.

The sealers work



Vey

Portugal Cove, an outpost on the East Coast.

The man at the left is holding a slab of cod, which comprises part of the diet of these Northmen aboard ship. The superb physical fitness they retain on such fare would seem miraculous to those who do not know the North.

(To the right) One of the forms of vigorous work these men are called upon to do. The ice covering the rigging merely serves to make it more entertaining. Long weeks of this work leave them so fresh that they immediately sign for another cruise.



Gae

night and day to reach their quarry; and when found, slaughter with "gaffs" and with rifles. They skin the seals out on the sea-ice, and either tow the pelts to the ships or else drag them together into great "pans of sculps," which the ships pick up by means of their winches.

All this sounds fairly simple, if you read it while sitting in an easy-chair. But you must imagine temperatures of zero and far below, scathing gales and blizzards with blinding snow-drives, a constant shifting and grinding of the floes that sometimes crush a ship like an egg-shell; an ever-present peril from explosion and from fire. Some frightful disasters mark the history of the sealing-fleet. The toll of lives lost in blizzards, wrecks and fires mounts into the hundreds. One ship alone, the Southern Cross, in 1914 vanished with 175 men, leaving no trace. Still the heroic Newfoundlanders never hesitate about signing on for the hunt. Peril, even of the deadliest, is "all in de swim o' de day's work," as they say.

As all the ships are obsolete, under-engined and unbelievably dirty; as overcrowding is extreme, and every sanitary condition is quite unbelievably bad, life aboard

a sealer would be about the toughest proposition in the world, even without any work at all. Add the most lathering toil imaginable, and you can perhaps form some vague idea of what these heroic men are called upon to face, and do face gladly, for a pittance. Seventy-five dollars as their share for the six weeks' work is considered good pay. Often the share is very much less, even as low as twenty-five.

Terrific Labors

The sealers are a combination of hunters, explorers, butchers, coal-heavers, sailors, and a lot more.

Their toil is never done. Under the command of "master-watches," they slave in large gangs. Far aloft in barrels on the ice-coated masts, some spy for the herds. At the double wheels, others steer through the pack-ice. Black-faced and grimy handed, they shift coal or rock-ballast. When seals are sighted, they leap overboard from the moving ship, jump from tumbling ice-cake to ice-cake, and run like mad, away to the kill. Often they go many miles from the vessel, away on the heaving, grinding floes; even over the horizon and entirely out of sight.

One of their commonest incidents is falling through a "rifter" into the ocean. Nobody pays the least attention to this, which would give an average American the pneumonia. The hardy men of the North merely scramble out again and run along, knowing that their clothes will almost immediately freeze, and claiming that inside this icy shell they will soon be warm again! How's that for tough? I have known men, also, to undress on the ice and wring out their clothes, then put them on again and continue hunting. If you think that's a picnic, out on the frozen Atlantic with a fifty-mile gale blowing, just try it. Until I went out with the seal-hunters, I never

Gae

really understood the meaning of the word "hardy."

Ice-blindness is always threatening these men from the glare of the sun on the floes. Sudden blizzards, whooping down from the Pole, often menace their lives. Fog sometimes shuts them away from the ships, which, moving on, leave them many miles behind.

The loads of sealskins they drag are simply amazing. I was unable to haul more than a couple of skins over the rough ice for half a mile or so; but the hunters think nothing of "lacing up" four to six skins and towing them for miles. When away from the ship

themselves still so fresh and vigorous and full of pep that many of them immediately sign on for a second cruise to the ice-fields.

Where else, save in the revivifying North, can men like these be found?

Incredible Living Conditions

It would be hard to make you, civilized reader, understand just how these men really live. Words, after all, are weak things; and if I gave all details, I should be accused not only of exaggera-



Gae

More glimpses into the lives of these remarkable people. Notice the bare arms with the temperature 10 below.

(To the left) Newfoundland's greatest crops, children and cod, and (below) the way a typical Northern family spends its Sunday afternoons.

Gae (at the right) after six weeks at the ice. How a man reacts to the climatic conditions is told in this story.



Permission Gae

Vey

all day, they have no hot food, but munch a little hardtack with a bit of frozen seal's heart or liver, drink a little "pinnacle-tea," and are content. Pinnacle-tea is water melting on ice hummocks and running down on the floes. Strangely enough, sea-ice when melted produces fresh water. Hardy diet—but what hardy men! The strength of the Frozen North, indeed, is theirs.

Back at the ship, they easily run over the loose crushed ice that usually surrounds the moving vessel. They trust to any little cake that will even partly bear them, leap to another, catch the ropes hanging down the ship's side, and scramble aboard with their gaffs. Their strength and agility would make most professional athletes envious. Nothing they are ever called upon to do gives them pause.

On board they have to "tally down" the skins, mucking in blood and grease "to de h'eyebrows," as they laughingly say. And when their toil is ended for a few hours, they have only the roughest food and the most dismal, filthy and crowded bunks in vile hell-holes. Thus for week after week they toil; and at journey's end find



Gae

tion, but also my article couldn't be printed. For I must admit that some of their habits are far from nice. I will, however, try to give some idea of at least the outlines of the seal-hunters' lives.

Their quarters in the fo'c'stle or below-decks are regular Black Holes of Calcutta, so over-crowded that sometimes four men occupy one bunk, sleeping two at a time. Only the vaguest of lantern or lamp-gleams flicker in these pestilential dens. Often seal-oil, water—and other things, including blood—drip down through cracks in the decks, into the bunks. Very little fresh air ever penetrates there. The stench of rotting skins and rancid oil thickens the atmosphere. Floor-planks are always wet with melting snow, foul with ashes, garbage and miscellaneous filth.

The men never undress, but work and sleep in their clothes for weeks at a time. About the most they ever do in the way of relaxing is to haul off their spiked Esquimaux sealskin boots; and some don't even bother about this, but sleep in their boots, caps and all. Oh, a lovely life it is!

Their food is about the roughest you ever could imagine. It consists of hard-tack with occasional "loaf," or soft bread; beans, turnips, salt-junk and seal-meat—especially the "fippers," or flippers; also lots of salt cod, and now or then a kind of duff that when a bit old is well named "cannon-ball." Molasses is their pudding-sauce and sweetening. "Fish and brewis" (pronounced "bruise") is their staple; this being salt cod with boiled hardtack. Tea is a prime necessity. They swig down

bergs or floes. "Narr pick o' time den, b'y, to be lookin' fer matches an' lightin' lamps," one of the gunners explained to me. He always slept in his boots and cap, and always on his face—"So de baccy-juice won't down me t'roat," as he cheerily elucidated. This, however, is a mere digression.

What I started to say was this: that though I used to wake up with a dull feeling, a very few minutes in the glorious morning air on deck or out on the heaving ice-



Gigantic strength would seem to be essential to the kind of work shown here, but this is the everyday work of the average Northman.

oceans of it, in the form of "switchel," which is tea boiled over and over. The teapot is always boiling, with now and then a handful of fresh leaves chucked in. You might think the men's stomachs would be tanned to a fine quality of leather—but somehow they aren't. One's ideas of diet and hygiene become strangely modified, under arctic conditions.

Personal Reactions

In my own case I found that even a few weeks in the ice-fields worked notable changes. To begin with, the appetite developed by living and working in the North is simply wolfish. The hard, coarse food seems delicious, and is digested in a manner to make a dyspeptic long to become a seal-hunter. For all its apparent crudity it must be nourishing; and most of it certainly has to be chewed hard. The tough meat and ship's-biscuit are not for men with weak jaws. Believe me, anybody who can masticate such has earned his victuals! If you could fit a handle to one of the sealers' hardtacks, you'd have a fine riveting hammer. I ate the sealers' fare and liked it, and grew husky on it, too. After hours on the ice, boy, how good it tasted!

Another thing: the arctic air is so pure and cold, so scintillant with vitality and ozone, that it makes a most wonderful tonic. It keys you right up to concert pitch all the time. Every breath floods the system with life-giving oxygen that simply sweeps away weariness or gloomy thoughts. Up there in those frozen places you can't help becoming an optimist and a worker.

No matter how bad the air is, under cover on the ship, the big outdoors always picks you up immediately. My own sleeping-quarters contained only 216 cubic feet, and were shared by two other men, also by some sealskins peacefully "running to oil." Moreover, there was always a lamp kept burning at night in this luxurious boudoir, and no breath of ventilation ever found its way in. The lamp was kept burning, by the way, so we could make a quick jump for the ice, in case the ship was crushed by

floes swept away all the cobwebs and made a new man of me. Never since I was a young chap have I felt the glowing keenness of body and mind that were mine during those weeks in arctic conditions. I had no bath, never undressed, forgot the use of a razor and toothbrush, took no thought of calories or balanced rations, devoured seal-flippers and fairly sloshed in boiled tea—and felt like a particularly husky bear.

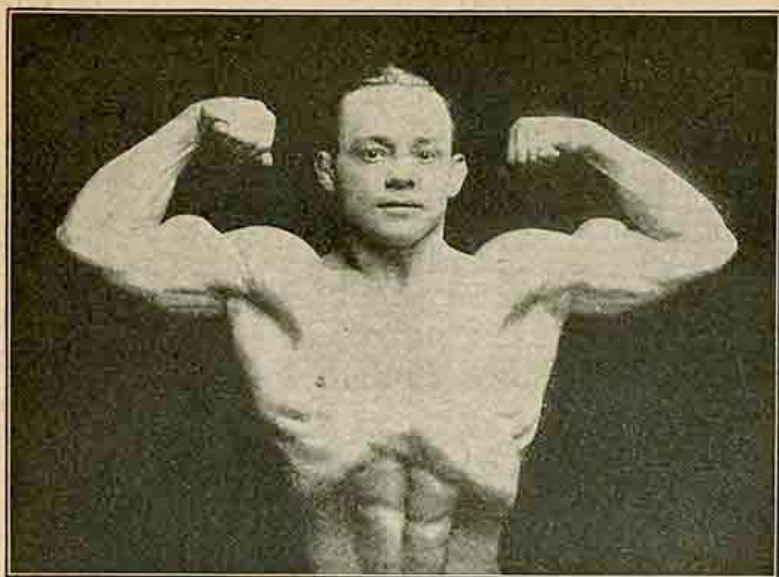
The World's Hardest, Bravest Men

Ever since having known the Newfoundlanders, I have believed that a world-beating champion pugilist might be found among them. Some of these men are well over six feet, muscled like Greek gods, and seemingly insensible to pain. I have known them to work with injuries and wounds that would put an American in the hospital. Very rarely is a seal-hunter sick; and I have heard that for one to die "at the ice" is most unusual. Their recuperative powers are incredible.

A good specimen of this race, if taken young and properly trained, ought to develop into a world's champion in the squared ring. May some sport-promoter read this and act upon it!

The Newfoundlanders, as I have known them in two voyages to that country, have a most valuable quality also of mental strength. By this I do not mean that they possess education. Not at all. Many of them are frankly illiterate—"don't have narr pick o' l'arnin', an' can't read ner write, whatever." What I mean is that they possess a sort of innate intelligence, an immense sagacity and resourcefulness, high ingenuity in all practical matters, and real moral courage. They have a fine loyalty, fidelity and faith that shame all quibbling, all doubt of pettiness. Hard enemies they are, but wonderful friends. Their hospitality is beyond all praise; they will give you their last bite of bread or pinch of tobacco—and confidently expect you to do the same by them. Some of their crudities one

(Continued on page 95)



What Chance Has the Small Man?

By Alan Calvert

A FAVORITE saying of professional trainers is "A good big man will always beat a good little man." This is strictly true of sports into which the element of personal contact enters, and of some athletic events such as weight throwing. In boxing and wrestling, the very best featherweight would have but a poor chance against even a middle-class heavyweight. In throwing the 16 pound hammer and the 56 pound weight, the big man is pre-eminent. But right there the reign of the big man stops, for in every other form of athletics, small men have proved that they can successfully compete with their bigger and heavier rivals. Arthur Duffy was below the average height, but in his day he could outstrip the longest-legged sprinter of them all. Today "Big Bill" Tilden happens to be tennis champion, but "Little Bill" Johnston is very close up, and has repeatedly beaten lots of tall men in a sport where length of limb is a distinct advantage. There have been small men who have made great records as baseball players, football players, runners, jumpers, oarsmen and swimmers.

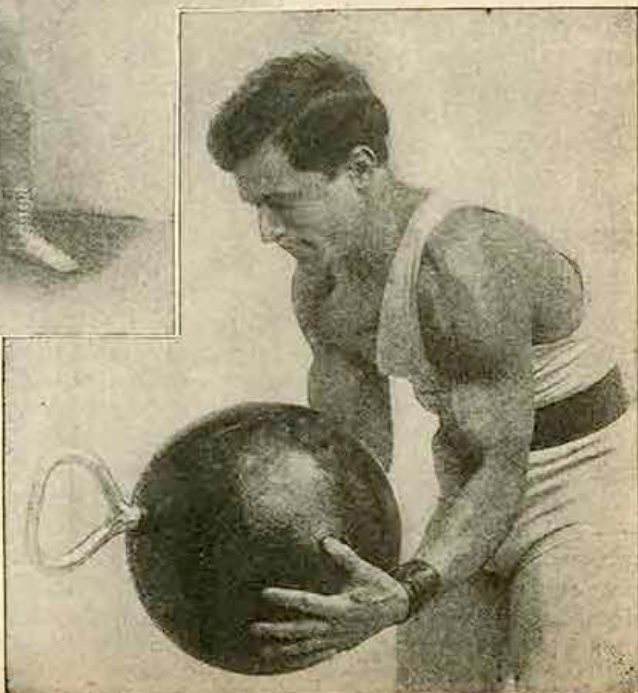
One reason is that there are so many men who in early manhood weigh between one hundred and thirty and one hundred and forty-five pounds, they outnumber those in any other class. I do not follow the fighting news very closely, but I am under the impression that there are more really good fighters in the lightweight class than in the welter, middle and heavy-weight classes combined. That ought to be enough to encourage small men, and my experience is that many of them need encouragement. If a fellow happens to be only about 5 feet 6 inches tall and weighs only 130 pounds, he is apt to say to himself, "Oh! what is the use of my trying to take part in athletics of games? My small size and lack of weight and strength is a handicap, I never will be able to overcome." And so

he quits before he starts. However, they are not all like that, for some of them realize that speed is not dependent on size, and that a small man may have just as much energy, and endurance, and almost as much strength as the biggest man of them all.

As I have often told you, I have a rare opportunity for collecting data in regard to the physical equipment of those who are seeking to improve themselves physically. Every day I inspect dozens of "measurement charts," and the great majority of those fall in two classes. Probably twenty per cent. of the whole number of cases are of stout men who are trying to reduce



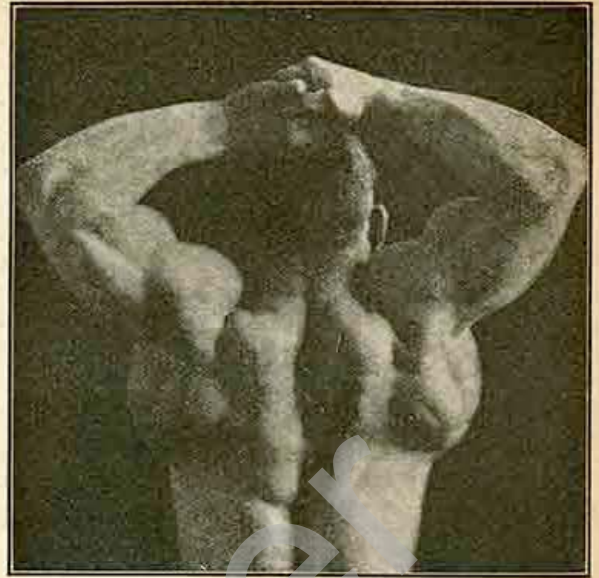
Otto Arco (above), one of the many small men whom the author has seen attain remarkable development. The lower photos show Ali Kotier, another small man, who could press a 100-pound barbell forty times in less than a minute.



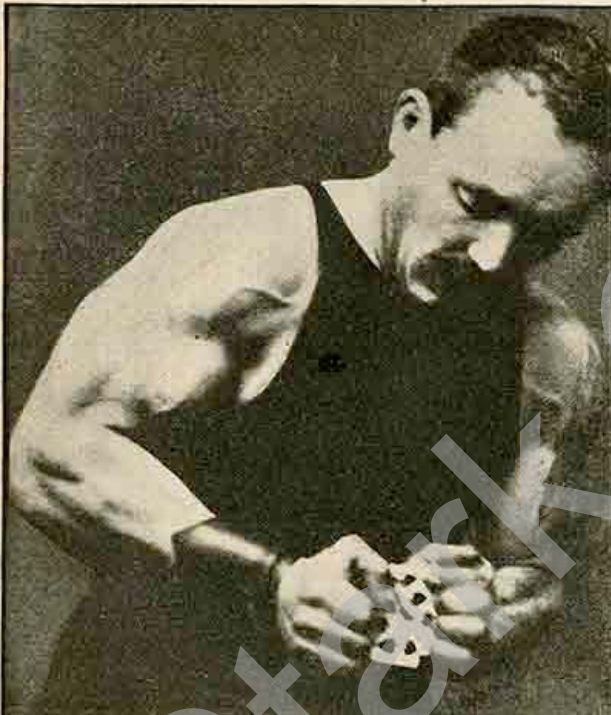
their weight. Another twenty-five per cent. are men who weigh anywhere from 140 to 200 pounds, and who are seeking more development or greater strength. The remaining fifty-five per cent. are the small men—the ones who weigh less than 140 pounds. So you see that the fat men who are trying to get smaller, and the small men who are trying to get bigger, comprise three-quarters of all those whose training I direct.

A sense of inferiority seems to be a great incentive. No men will train so hard to improve themselves as those who actually suffer from the feeling that they are inferior to others in size, in strength, and in physical beauty. Some of the very strongest men I know are those who started with no natural advantages and whose present prodigious power is due entirely to their own persistent efforts. And among these are a number of men who can be classed as "small men."

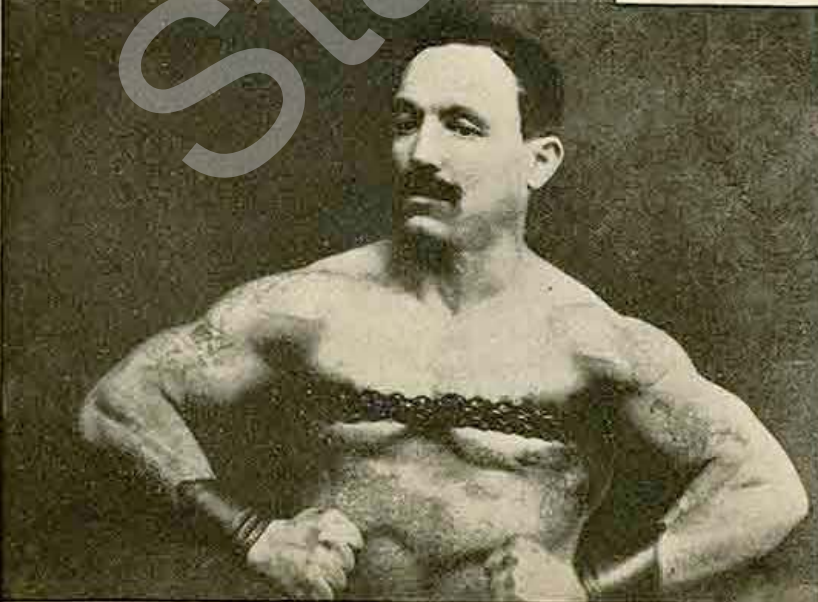
When it comes to weight-lifting and feats of strength, you will be amazed to find that there are a number of light-weights who have come very close to equalling the records of the big fellows. In writing the book called "Super-Strength," I called attention to the curious fact that small men were very much



A back view of Otto Arco whose remarkable chest development is shown on the opposite page.



Pierre Gasnier, a professional "Strong Man," who was only 5 feet 3 inches tall and weighed 135 pounds, but who was one of the most scientific lifters the author has ever seen. Gasnier claimed he could strap his ankles together and make a one-arm snatch with his own weight. (The pictures on these pages are reproduced from Mr. Calvert's recent book, "Super Strength.")

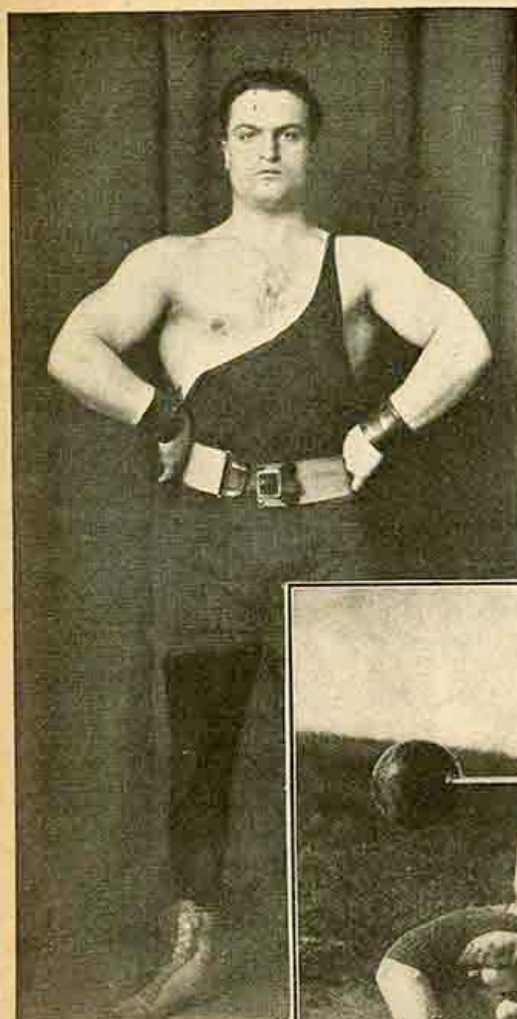


stronger in proportion to their own weight than were the members of the heavyweight division.

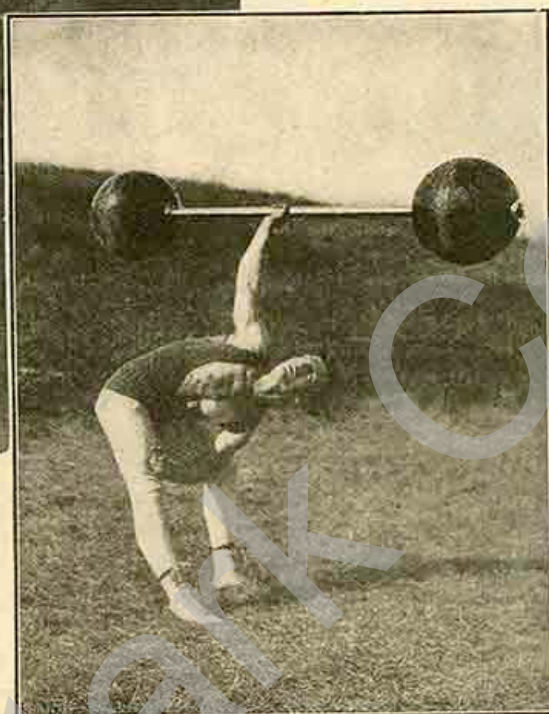
The greatest test of combined strength, energy and speed is a lift known as the "two-arm jerk," in which the lifter has to raise a heavy bar-bell with two hands from ground to chest and then to jerk and toss it to full arm's length above the head.

The highest honor a lifter can earn is to raise twice his own body-weight in that style; and of all those who have accomplished the stunt, almost every one has been either a light-weight or a welter-weight. It is well known that after a man passes a certain height or a certain weight, he commences to lose in speed and co-ordination. There are plenty of heavyweights who are fast, but none of them seem to weigh more than 225 pounds. There are plenty of tall men who have good records as athletes, but it is very rarely that you find a man who stands more than 6 feet 4 inches who has any marked athletic ability. There are men of gigantic weight who have won championships at weight throwing, but their records are no better than those of our inter-collegiate champions who weigh in the neighborhood of 200 pounds apiece.

In lifting weights, it is true that most of the records are held by big men, but it is equally true that none of those big men are nearly as strong in proportion to their bulk as are some smaller lifters whose weights are in the neighborhood of 140 pounds. In the "two-arm jerk," the best record is 402 pounds, and that lift was made by a man who himself weighed 320 pounds. Therefore, the amount he lifted overhead was only about twenty-five per cent. in excess of his own weight. Contrasted with that, we have the celebrated



Two views of Robert Snyder, an American athlete, who weighed 120 pounds when he started training, and (below) Jack Staton, 5 feet 6 inches tall, whose development is that of the Apollo type.



lifter named Max Sick (Maxick) who weighed but 145 pounds, and raised 330 pounds in the "two-arm jerk," thereby raising considerably in excess of double his own body-weight.

In this article I am going to write of a number of men, each and every one of whom is vastly stronger than the average big man.

Given a man of about 5 feet 4 or 5 inches in height, develop him to his limit so that he will weigh anywhere from 135 to 145 pounds, and for some mysterious reason you have the most efficient human machine in proportion to its pounds and inches. At the above figures you seem to get the maximum of strength, of agility and of co-ordination.

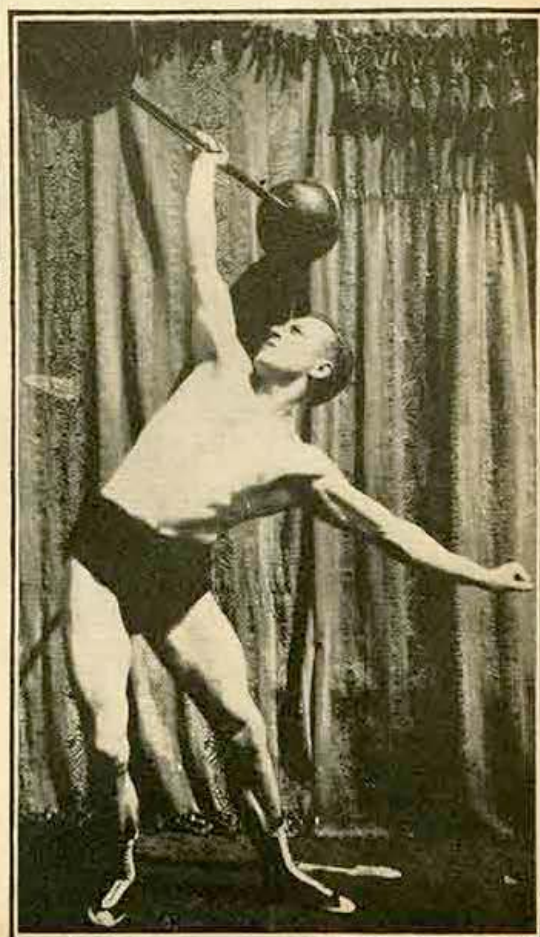
Take, for example, the world famous Max Sick. At present his name is chiefly associated with a system of "muscle control," but before he embarked in that line, he was famous as a model and as a lifter. The man's body is a compact mass of bone and muscle and no other athlete has ever equalled his development. When assessing his strength you do not have to confine your comparison to men of his own size, for when it comes to actual strength there are only a very few of the big men who can excel him. Two-hand lifting is the true test of strength and you can get an idea of Max Sick's ability when you learn that at the two-hand style he could beat the biggest and strongest lifters in the British Isles.

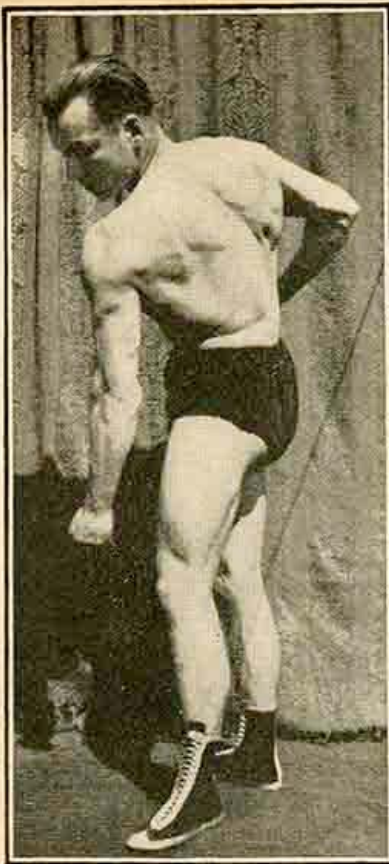
A forty-inch chest is above the average for a man of middle height, although many six-footers have chests of that size. A man

of middle height who has a forty-inch chest is justifiably proud of his proportions. Among these star 140-pounders, these men of less than average height, we find men whose chests measure 42, 43, and even 44 inches, which is something phenomenal. Just imagine a short man with the chest-girth and shoulder-spread of a six-foot hammer-thrower, with arms that are masses of sheer muscles and legs like the Pillars of Hercules, and you will understand why some of this group are so supremely strong.

There are always compensations. What the small man lacks in height and in poundage he makes up in other ways. What he lacks in ranginess he makes up for in compactness of build. His back is apt to be short and his arms and legs comparatively so. Consequently when he takes up strenuous developing work he becomes very closely and firmly knit. Moreover, as he gains in development and muscular power, he frequently develops a startling agility and flashy speed of movement. It is a combination of assets like these that enabled the 145 pound Maxick to lift overhead 330 pounds, while the 320 pound Swaboda, of Vienna, could only lift 402 pounds in the same style. As muscular machines Maxick and others of his class are twice as efficient as the big men.

Another amazing small man is a chap by the name of Ali Kotier. I never could determine his nationality. He may be an Algerian, an Egyptian, or a Syrian. In build he resembles some of these Arabs who do those "whirlwind tumbling" acts.





Jack Staton

His development is not as pronounced as Max-ick's, but he is tremendously built for a man of his inches. His pictures will give you an idea of his development and proportions. Although a professional "Strong Man," he knows but little about the scientific side of lifting and accomplishes his feats by a combination of pure strength and natural quickness. I remember how he surprised me at our first meeting. I was listening to the report of a beginner at bar-bell work, who was quite pleased because he had so

quickly become able to make a two-arm press three times in succession with a 100 pound bar-bell. As he was demonstrating his ability to do this a stranger entered the office and, after I had motioned him to take a chair, sat listening intently to the conversation. When I reminded the novice that he was still in the beginner's stage and not to be too proud of his ability, he demurred and intimated that few men of his size would beat him. Whereupon the stranger spoke up and said, "I am smaller than you and if you permit me, I will show you."

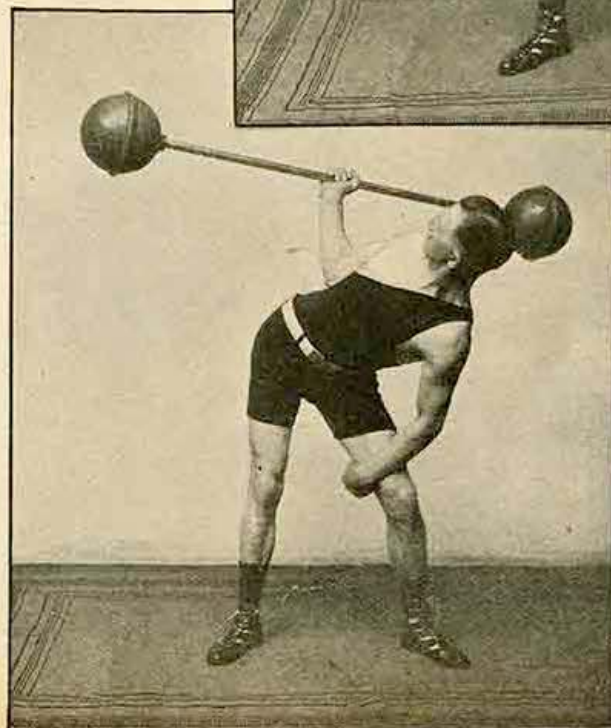
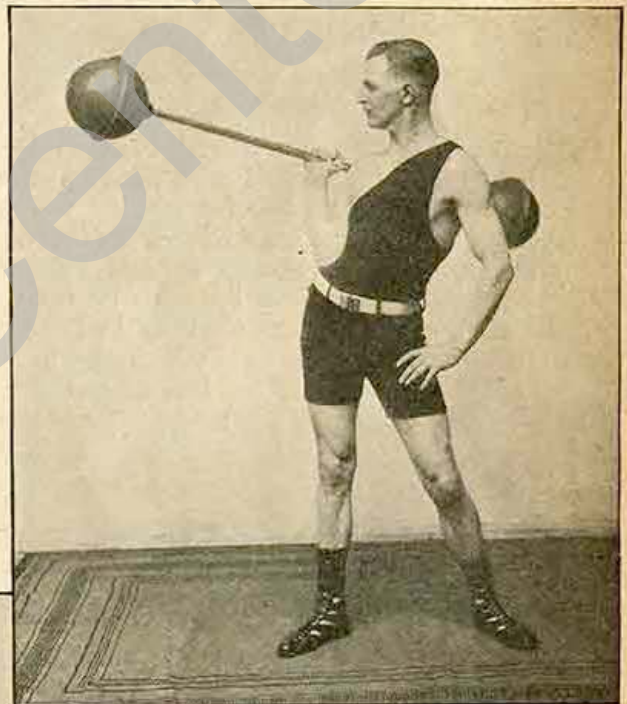
Being told to go to it he picked up the bar-bell with both hands, lifted it as high as his chest and then commenced to push it up and down with inconceivable rapidity, his arms moving as fast as the legs of a sprinter. He must have put it up at least forty times in much less than as many seconds; and for all the exertion he showed, he might have been using a baseball bat instead of a 100 pound weight. The novice collapsed with astonishment, made his excuses and faded away. I was rather dazed myself, but managed to ask the stranger who he was and if he often did things like that. When I inquired as to how many times he could press a 100 pound bar-bell, he smiled, shrugged and said, "I do not know. I never tried. Maybe one hundred times; maybe two hundred."

Subsequently he attended many of our lifting shows. He never competed, because he realized that his lack of familiarity with some styles of scientific lifting would place him at a disadvantage. But

nevertheless, in informal and odd tests of strength he was a holy terror. The other men would bar him in wrist-wrestling because he was above such trifles as rules. In that game we insisted that the start be made slowly and squarely, and the opponent's arm should be pushed down in a fixed direction. At the starting signal he would always pull his opponent's hand toward him, and do it so quickly that he always won. We argued and expostulated in vain. He would only grin and say, "At my style no one can beat me. Come! Try once more." But nobody would. He had rare power in his hands, wrists and arms, as is proven by the following stunt, at which he stuck all of us.

Placing a 100 pound dumbbell on the floor he sat tailor-fashion (cross-legged) in front of it, took it in the right hand and slowly curled it to his right shoulder. Very, very few big men can make a slow "curl" with one hundred pounds, even when they are standing in a favorable position. In Ali's sitting position all the work was done by the arm flexors.

(Continued on page 86)



William Langhorne, a Canadian athlete who weighs only 140 pounds, making a one-arm bent press with 214 pounds. His unusual accuracy and nicety of style were acquired by practicing in a small space behind the kitchen stove. In cold weather this was the only comfortable place he could find to practice.

Is Beauty Only Skin Deep?

By
Marjorie Heathcote



Universal

Laura La Plante

I NEED not ask if you are interested in the subject of beauty any more than I need ask if you are interested in these photos, for whether you are seven or seventy, if you are feminine, you will pause a moment to study them. And small wonder! Throughout all the pages of history there has never been an age which did not pay its greatest tribute to its beautiful women, and even today, despite all our admiration for the independence of the professional and business woman, we still find the most popularity going to those sisters of

hers who have made it their business to be beautiful.

Which of us, in gazing at the countenance of our favorite screen star, has not felt her admiration tinged a bit with envy? Maybe we have gone even further than that. Perhaps we may be ranked among those who make themselves ridiculous by imitating the mannerisms or hairdress of their favorite, without consideration for their own individuality or type.

Nature really meant each and every one of us to be a distinct type. She proved that when she made you



Our film stars, states the author, set our modern standards of beauty. Jacqueline Logan and Betty Compson, both Paramount Players, would seem to confirm her assertion.

blonde and your sister brunette. She went a little further into proving it when she gave you that turned-up-nose and your sister the straight one. Our features (to use a slang expression), are "wished on us" and we may as well make the best of them; but that "best" would surprise you if you could see yourself with the firm lines and clear skin which nature also intended you to have. That is the one feature which has been left for us to decide, the quality and nature of our skin,—and what a bad job the most of us have made of deciding!

The writer who said "Beauty is only skin deep,"



Viola Dana (Paramount), Mary Phillips (Universal) and May McAvoy (Paramount), all three of whom may truthfully be called beautiful.



must have had an uncanny knowledge of the subject. If you are one of those middle-aged ladies whose cheeks are beginning to sag and whose chin is becoming more and more indefinite, you will certainly agree with him, or if you are only one of the many young girls whose good features are being wasted on a sallow, lifeless skin, you will admit that he had a sixth sense where feminine beauty was concerned. In fact, no American woman dare dispute his statement because only last year seven million American dollars were spent for cosmetics, which would seem to prove beyond a doubt that we realize our skin is the single factor of our appearance which we can make or mar. What we do not realize, however, is that whatever about marring it, we will never make it by applying powerful chemical astringents to its surface.

Yet in our search for beauty, how many of us ever look below the surface? You,—for instance. Have you ever considered that your skin may be merely a covering laid over your flesh and muscles and entirely dependent upon those muscles for its firmness and texture? I wonder if you have ever given a serious thought to the muscles of your face and neck, or if it has occurred to you that only through properly nourishing them can you get the firm contours and bright complexion that will make you look your best? You know, of course, that beauty

of form is dependent upon firm, well-rounded muscles, but I believe you will admit that you have never realized that beauty of face may rely upon the same principle.

Let us get down to brass tacks (if one may use such a sharp expression where beauty is concerned), and find out what this principle really is. Our flesh or tissue is made up of countless millions of tiny cells which are nourished by a vast network of blood vessels under the surface of the skin. This tissue is constantly breaking down and being built up by the blood. If the blood supply is adequate and the cells are properly nourished, all the impurities are washed away and we have these two inseparable qualities, firm muscles and clear skin. When the blood supply is lacking, we have that sallowness of complexion that mars the most attractive face.

I am sure that at some time or other you have seen a girl with the daintiest tip-tilted nose and the cutest curves at the corners of her mouth, who was considered "plain" merely because her charms were hidden by a dark, tired skin. If some fairy godmother had suddenly given her a

"peaches and cream" complexion, she would have been beautiful. But that fairy godmother wasn't popping out of any of the jars of facecream for which she spent a fraction of her earnings every week. (Judging from the seven million dollars, I wonder how many others are in the same class.)

As the years go by and this undernourished condition continues, the firmness disappears from the muscles and that flabby condition, characteristic of old age, sets in.

Exercise calls to the muscles an abundant supply of blood, and in the face just as in any other part of the body, produces the only natural beauty that can be had. In the facial muscles, however, it must take the form of massage, the rubbing doing here what actual work does for the arms and legs. Now we can see where the popular and expensive idea that skin "foods" nourish the skin originated. Their application necessitates a certain amount of rubbing, which promotes the health of the

tissues and accounts for the results sometimes obtained through their use. Common sense tells us, however, that no amount of massaging, vigorous though it may be, can convert face creams into the cellular tissue of which our flesh is made. Their one value lies in that they prevent the skin from chapping during the massage.

The only method for restoring round contours and bringing the roses back into your cheeks (and this applies to you whether your skin is young and tired or old and baggy), is massaging them until you feel the warm blood rushing to the surface. You must rub, not carelessly with a superficial surface movement, but carefully and regularly. The following directions are short and simple. Give them a fair trial.

First of all, seat yourself on a stool or a bench without a back, holding the body erect but without unnecessary effort. Now you are ready to begin.

Below the lips and covering the point of the chin is the muscle which rounds out the lower face and keeps it from having too pointed an appearance. Cover this region with cold cream in order to avoid chapping. Contract the chin muscles by drawing the lower lip in toward the mouth. Then *vigorously knead* with an up-and-downward motion, using the palms of the hands and constantly shifting them a little from side to side so that the pressure on any spot is not continuous, but is one of alternate pressure and relaxation. Continue the massage for several minutes.

A single week's trial should convince you of the efficacy of this treatment. Firming these muscles will greatly help in reducing a double chin, and this, in connection with the neck exercise given later, should be all that is necessary to overcome that too-common disfigurement.

Back a little from the chin muscles, we have the jaw muscles, beginning at the base of the jaw, extending forward almost to the chin and upward diagonally to the cheek bones. These determine the whole character of your face, and if they have become shrunken through lack of use, leave the surface-skin loose and baggy. Using the cream as before, begin rubbing with the heel of the hand instead of the palm. Press vigorously upward from below the jaw bone until the cheek bone is reached. Now point the fingers backward and finish the movement by pressing the hands over the ears. Do not rub downward; this movement must be entirely an upward one. Now begin again from beneath the jaw bone, continuing to massage for several minutes. This will be



Paramount



Universal



Gloria Swanson
Clara Bow and
Mary Astor (at
the left), showing
again how
varied the American
ideal of beauty really is.
Surely there is
no necessity for
imitation when
originality is so
popular. If you
have never made
the best of your
particular type,
you have no
idea how charming
that type
may be, and
making the best
of it would cost
you fifteen or
twenty minutes
a day.

sufficient exercise to prevent the advent of "age" in these muscles.

Last, but not least, let us take the muscles of your cheeks. Perhaps because these are not firm and elastic, there are already deep hollows on the sides of your face that practically spoil your appearance. This condition is most often found among middle-aged people. There are four of these cheek muscles on either side of the face and they are attached to the cheek bones at the top and pass downward to the wide band of muscle surrounding the mouth. Using cream as a lubricant draw up the corners of the mouth in an exaggerated smile, dropping the chin as far as possible to add tension. Now these muscles will be contracted in little bunches just below the corner of the eye. Massage them vigorously with the palms of the hands, at the same time opening and closing the jaw slowly.

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"Jackie" Ott —A Coming Champion

By George H. Dacy

FOUR years ago, the Woman's Club of Denver had Alexander Ott, swimming instructor at the Washington Lake Beach, arrested, charging inhuman cruelty to his six months' old son. These estimable ladies claimed that Ott exposed his infant boy outdoors in a baby carriage for many hours at a time in zero weather with twelve inches of snow on the ground.

When the case finally was tried, Ott explained that he was a believer in physical culture ideals, that he left the youngster exposed to elements in order to toughen him, that the child had never been sick a day in his life.



The Ott family at Newport when "Jackie" was only three years old. Both his mother and father are expert swimmers.



"Jackie" Ott looks a regular American boy—and is one such.

Two doctors whom Ott had consulted about his methods of raising his baby boy appeared in court with the swimming teacher and endorsed his testimony. The judge—a common-sense referee of right and wrong—dismissed the case and liberated Ott.

At present, "Jackie" Ott, the snow-driit youngster of the Denver incident, is the best juvenile natator in all America, has been victor in ten important baby shows and physical culture contests and is generally recognized as the most perfectly developed lad of his age in the world.

Strange to tell, "Jackie" Ott who now lives in Miami, Florida, learned to swim long before he could either talk or walk. Most curious of all, however, "Jackie" is a self-tutored swimmer who mastered the intricacies of the water sport by observation.

When the Ott baby was nine months old, his mother brought the infant down to the bathing beach. The father stripped off the little fellow's clothes, anointed the baby's body with vaseline and then massaged the youngster carefully and conscientiously for a half hour. Then he placed the baby in the shallow water of the lake and allowed the infant to play there for a minute or so. After the bath, the father again rubbed and massaged his little son.

For the next thirty days, Alexander Ott continued his original process of introducing his infant son to the sport of swimming. Ott, senior, swam across the lake and back daily. At the end of the first month in the baby's training, he placed the youngster on his shoulders and gave the boy his first water ride. Daily for another month, Ott continued his extraordinary system. "Jackie" enjoyed the water. He would gurgle and coo after he had his rubdown in vaseline as his mother buttoned his tiny bathing suit in place. Finally as his father swam along with the boy on his back, "Jackie" would dip his

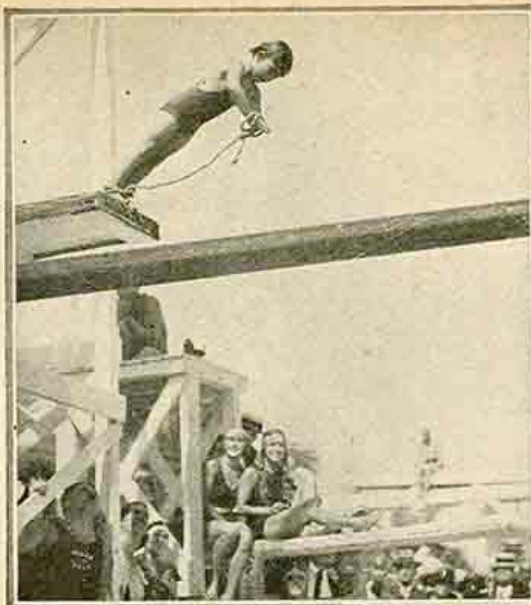
hands in the water and imitate the overhand stroke of his sire.

At the age of eleven months without having had any swimming instruction whatsoever except what he had gained by observation, "Jackie" Ott could swim "dog-paddle" fashion. From that day to this he has been in the water daily. He can now

swim as expertly as the most adept surf-board riders of Hawaii while he can dive as well as the most skilful native "spongers" of the Mediterranean Sea. Latterly, "Jackie" gave a wonderful exhibition of aqua-planing behind a hydroplane which was speeding over the waters of Biscayne Bay at a fifty miles an hour clip. Young Ott does a "Houdini" dive from a twenty-two foot tower with his hands and feet tied and comes to the surface after the plunge free of his bonds. He performs a dozen different and difficult dives with the precision of a professional. He is master of half a dozen swimming strokes. He tows a row-boat of bathers weighing more than 1500 pounds for a distance of 200 yards.

"Jackie" Ott is the third of three generations of swimmers. His grandfather, Albert Ott, was a prominent secret service agent in the employ of the Swiss Government. At that time, the Ott family lived in Zurich. Albert Ott ranked as one of Switzerland's most famous natators. One day he heard of a race just a little before the scheduled starting time of the contest. There was no conveyance available; so Ott ran the three miles to the starting line and arrived just in time to enter the contest. The race was over a course five miles long. Ott's cross-country run evidently warmed him up in good shape for the long swim. He won the water race handily.

One of the first things which Albert Ott did after moving from Zurich to New York City was to take his boy Alexander, aged five, down to the East River where he turned the lad over to a swimming instructor. At the third lesson, the teacher tossed young Ott into the river. The lad had to sink or swim—and as his mother was going to serve ice cream for dinner that evening—



"Jackie" is an extremely versatile youngster. Above he does a Houdini dive off a 22-foot springboard and below, he takes a boxing lesson from Jack Dempsey. His physical development has attracted the attention of all the great athletes of the country.



the lad elected to flail the water with lashing strokes and return to the pier-head.

When sixteen years of age, Alex Ott went to sea before the mast, where he learned the rudiments of nautical life and became inculcated with a love for salt water. After two years cruising the seven seas, he returned to New York and enlisted in the Third Field Artillery where he gained proficiency in horsemanship. In fact, Alex Ott developed into an excellent acrobatic rider and could have gone with a leading circus if he had but accepted attractive offers.

The Ott's always spent all their spare time at the bathing beach. The desire to battle with the wildest

waves was passed down as an inheritance from father to son. One day at Rye Beach, Alex Ott met "Eddie" Zimmerman, at that time one of the popular life guards at Brighton Beach. They swam far out beyond the surf. Zimmerman was seized with a

cramp. After a hard struggle, Ott towed the life guard to shore and saved his life. This was the beginning of a lifelong friendship between the pair. Zimmerman gave Ott a life guard's position and from that position the latter has worked up until during the last three years he has been in charge of the notable Casino baths at Miami Beach while during the summer he directs the swimming activities at Stanford in the Catskills.

If there is anything in inheritance, "Jackie" Ott comes by his swimming ability naturally for both his father and grandfather are strong, sturdy and skilful swimmers. His mother, who won the physical culture and beauty contest at Denver in 1918, is also an expert natator. She keeps in the pink of physical trim by swimming two to three miles daily and is also an adept at riding a Hawaiian surf board behind a speed boat or hydroplane. Briefly, the Ott's are modern and enthusiastic disciples of physical culture. When their baby boy was born, they decided to do all possible to develop the youngster into an ideal man.

From birth, "Jackie" Ott has spent most of his time out-of-doors. When the weather became colder, his mother would wrap the baby in warmer clothes and woolens, place him in his perambulator and roll it out on the porch or lawn. If a daytime blizzard sprang up, "Jackie" braved its rigors. On several occasions, the snow drifted to a depth of one foot over the top of his buggy. The physical culture baby thrived and prospered on his Esquimo weather diet.

When the infant was first introduced to the lake waters, the weather was chilly and the water was cold. However by thorough massage before and after the plunge and by the liberal use of vaseline as a protective

ointment, "Jackie" became accustomed to the cold water. When he rode his father's shoulders as the swimmer speeded across the lake at Denver and back again, "Jackie" never caught cold even though he was an infant in arms. The cold water and cold weather treatments developed "Jackie" into a healthy robust boy.

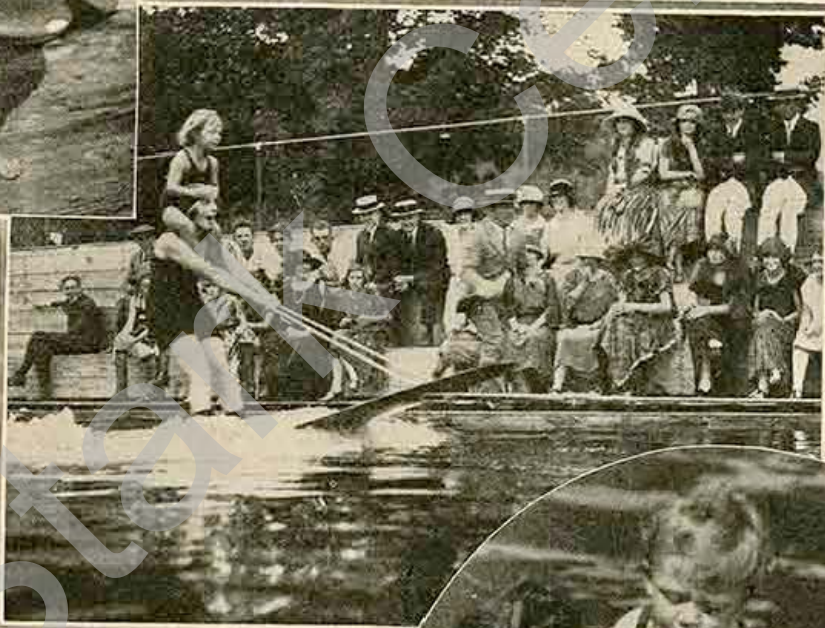
When "Jackie" weighed 30 pounds he could swim across an average indoor pool. At the age of two years he learned to dive off a springboard elevated six feet above the water. One year later he established a record as the world's youngest surf-board rider. The lad aqua-planed behind Carl Fisher's speed boat in Biscayne Bay with thousands of Miamians looking on with the vessel traveling at 30 miles an hour. And this

at an age when most youngsters are but one-half old enough to enter kindergarten.

"Jackie" learned to ride the surf board in the swimming pools at the Casino. The boy would mount the surf-board at one



His aquatic ability dates back to when he was nine months old and rode Lake Washington on his father's shoulders. "Jackie" has since become expert at diving, swimming and aqua-planing.



end of the natatorium. Then five husky swimmers would grab a long rope attached to the board and run as rapidly as they could carrying "Jackie" over the water as swiftly as though he was riding in a steel-runnered sled. After two months of such practice, the boy made a success of surf-board riding on the open sea.

At the age of three, "Jackie" Ott as a result of his daily swimming excursions was able to expand his chest two and one-half inches. He could also rescue an adult weighing 160 pounds, using the approved Red Cross life saving holds and methods. It was at that age that he took up rope climbing and soon was able to climb a sixty-foot rope hand over hand. He also began to practice dancing, shadow-boxing and bag punching under the supervision of his father. Alexander

Ott says that the great secret in successfully raising a child today is to keep the youngster in perfect balance and proportion—develop all parts of the body equally and aim for mental attainments that correspond to the physical superiorities gained by carefully supervised training.

At the age of one year, the ladies of Denver who had tried to imprison "Jackie's" father, saw the boy win the municipal baby show in that city. Since that time the boy has been examined by dozens of different doctors in all parts of the United States. Without exception, they have pronounced him "the best developed boy that they ever examined." About a year ago, "Jackie" was one of 35,000 contestants in one of the most important "perfect body" contests ever held in the United States. The judges were unanimous in awarding the verdict to the well-formed boy from Miami.

"Jackie's" daily doings are systematized. He arises at seven o'clock in the morning and swallows a little orange or grapefruit juice to clear out his throat and lungs. Then dressed in his tiny bathing suit, he runs outdoors to his trapez and climbing rope where he frolics for about ten minutes. Next he jumps on his bicycle and rides about a half mile to loosen up his legs. The lad returns home, washes, drinks a glass of water and eats his breakfast of cereal, eggs, toast and milk.

He rides his bicycle for fifteen minutes before going to school.

When school is out, the boy's father takes him to the swimming pool. There the lad after a thorough rub-down goes through all his water stunts. He practices back, somersault, hip,

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Old Doctor Grapefruit and Other Life-savers

Fruit Is Both Food and Medicine—How Much Do You Eat? Fruit versus Fasting. What Oranges, Grapes, Apples and Lemons Will Do For You.

By Carl Easton Williams

DID it ever occur to you to ask just why the one thing that you like to send or take to a sick friend, apart from flowers, is a basket of fruit?

Did it ever occur to you that it was because you knew even without thinking about it, or subconsciously as they say nowadays, that fruit was the one thing that your friend would most welcome upon his or her sick bed, and the one thing that could be eaten with relish?

And was it not because you recognized that fruit is by all odds the loveliest of Nature's products, with a bouquet sweeter than any perfume made, as fresh and heavenly as the scent of the flowers themselves? Just stick your nose into the top of a paper bag filled with apples the next time you get the chance, and then take a long breath, and you'll get just what I mean. If the flowers have teased us with their beauty and their fragrance, then fruit is the realization of the promise that Nature has thus given us, the dream come true, the fulfillment of our hope for something as utterly glorious as the blossoms of springtime, but more tangible, something exquisitely delicious, that we can take unto ourselves—well, unto or into, just as you choose. Anyway, fruit is fulfillment, the living, juicy fact of Nature having made good. She has given to the world a super-food, a delightful, delicious, easy-eating type of substance that just naturally constitutes itself a dessert, and thereby balances whatever else you may have consumed at any ordinary meal.

Did you ever have the experience of being all used up, exhausted by over-exertion for a period of days without sleep, and so unable to eat? And do you recall that the only thing which then tempted you was fruit? How good it tasted! And how refreshing you found it! And how it helped to coax back the appetite for more substantial matter!

Or did you ever find yourself burned out by fever, prostrated and weak, unable to eat the things that people usually eat, and then learn that there was still one thing that you could relish, gratefully and eagerly—sweet, juicy, beautiful, blessed fruit? But did you ask yourself just why?

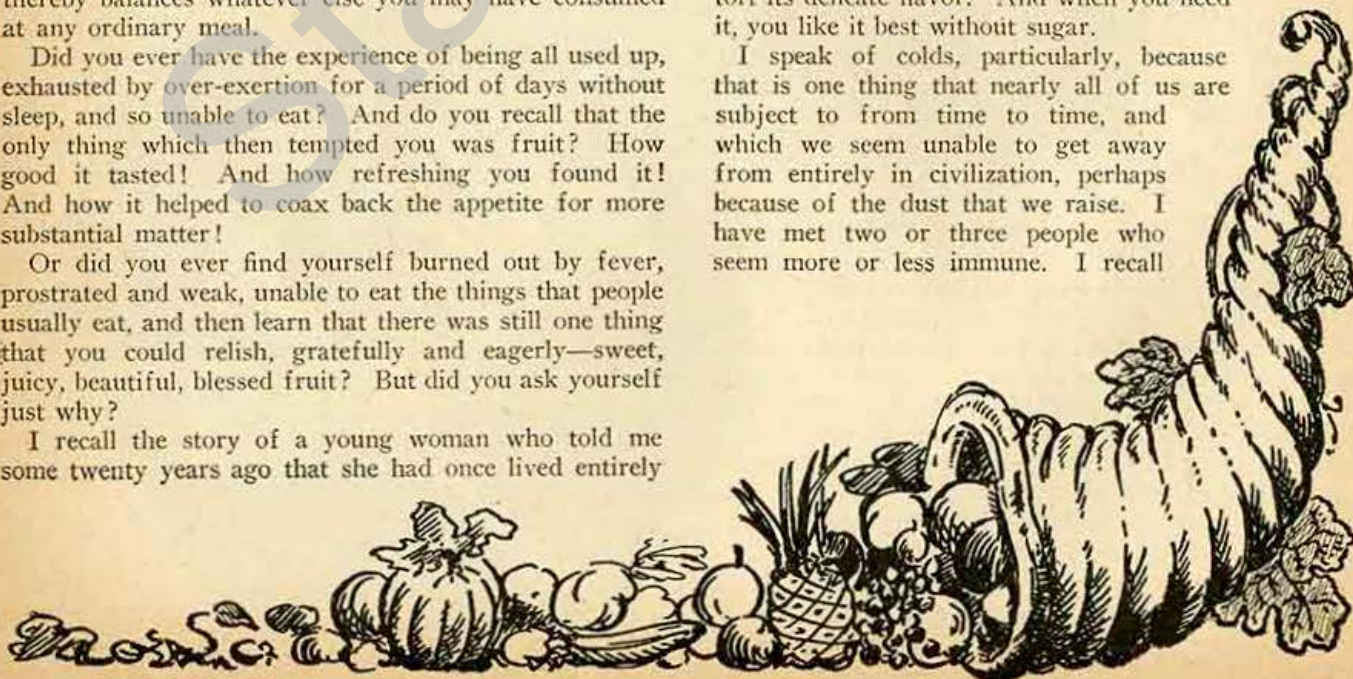
I recall the story of a young woman who told me some twenty years ago that she had once lived entirely

on apples for weeks and weeks, while recovering from a breakdown and acute illness. It seemed to me at the time a very curious procedure, but I have since come to understand why she recovered not in spite of that apparently slim diet, but actually because of it.

I had lunch the other day with a friend who told the waiter that all he wanted was two portions of grapefruit—both halves, and the bigger and the juicier the better. He explained that he didn't feel just right, had been working hard for days, under pressure, and had been getting too little sleep. He felt that there was a cold coming on, "or something," and so he was going to side-step trouble before it started—by eating nothing but grapefruit. He was wise.

Incidentally, he reminded me of a whole string of people whom I know, who do substantially the same thing, and the thought of it suggested the writing of this story, because I feel that everybody ought to do what these people do, and what I myself do, in a bodily emergency. That is, to fall back on fruit. As a rule one feels a lack of appetite when a cold comes on, and it is no hardship to stop eating meat and eggs and bread and other things, because one just doesn't want them. It is a hardship to try to eat them when one feels no call for them. But fruit under such circumstances is always grateful—just the fresh fruit. If you put sugar on your grapefruit you distort its delicate flavor. And when you need it, you like it best without sugar.

I speak of colds, particularly, because that is one thing that nearly all of us are subject to from time to time, and which we seem unable to get away from entirely in civilization, perhaps because of the dust that we raise. I have met two or three people who seem more or less immune. I recall



that Earl MacVicar said to me one day that he had not had a cold for three years. I remember distinctly, though Earl said that back in 1898. He played center on our high school football team back in Eau Claire, Wisconsin, where I played quarter back, close to the tail end of the late lamented Nineteenth Century. Any way, I always have thought Earl MacVicar one of the hardest human beings, as well as one of the cleanest, that I ever knew. I recall thinking it was curious that he never had a cold, but that it would be just like him. And then last winter Charley Paddock said that he had not had a cold for goodness knows how long, although he had been travelling on sleeping cars on his lecture tour, and that is a pretty severe test. Charley knows how to eat.

So long as we live in civilization we will have to fight this complaint that we call a "cold," which is clearly an unsuitable name for it. Men get away from colds, or the possibility of colds, only on Arctic expeditions, where they get cold but where they do not get "colds," perhaps because they get away from dust as we know it. Any way, it seems that people who know the most about food and health are threatened by colds the same as others, though not so often nor so seriously. But they know what to do about it, and the chief part of what to do is to tackle a diet of fruit at once. And where colds are concerned, grapefruit seems to touch the spot more quickly and adequately than anything else.

There is my friend, Sam Olmstead, of vaudeville fame, (sketch known as "Samsted and Marion") perhaps the hardest and cleanest man in the "profession," who has been a student of food and health for twenty years. He cannot afford to be sick, and whenever there is the least threat either of a cold or of illness of any kind, either in his own case or that of his wife or daughter, an exclusive fruit diet is the immediate procedure. And this in preference to fasting, though Olmstead was a student and advocate of fasting for years.

There is an interesting as well as important reason why a fruit diet is better than a complete fast in almost any case, apart from the very attractive fact that it is far more agreeable and easy. You may forget, if you like, the tongue cleansing, the stomach cleansing and the

bowel cleansing value of fruit in time of illness, for the one big reason why fruit is more desirable than fasting is because fruit supplies the body with just the one thing which it needs during illness.

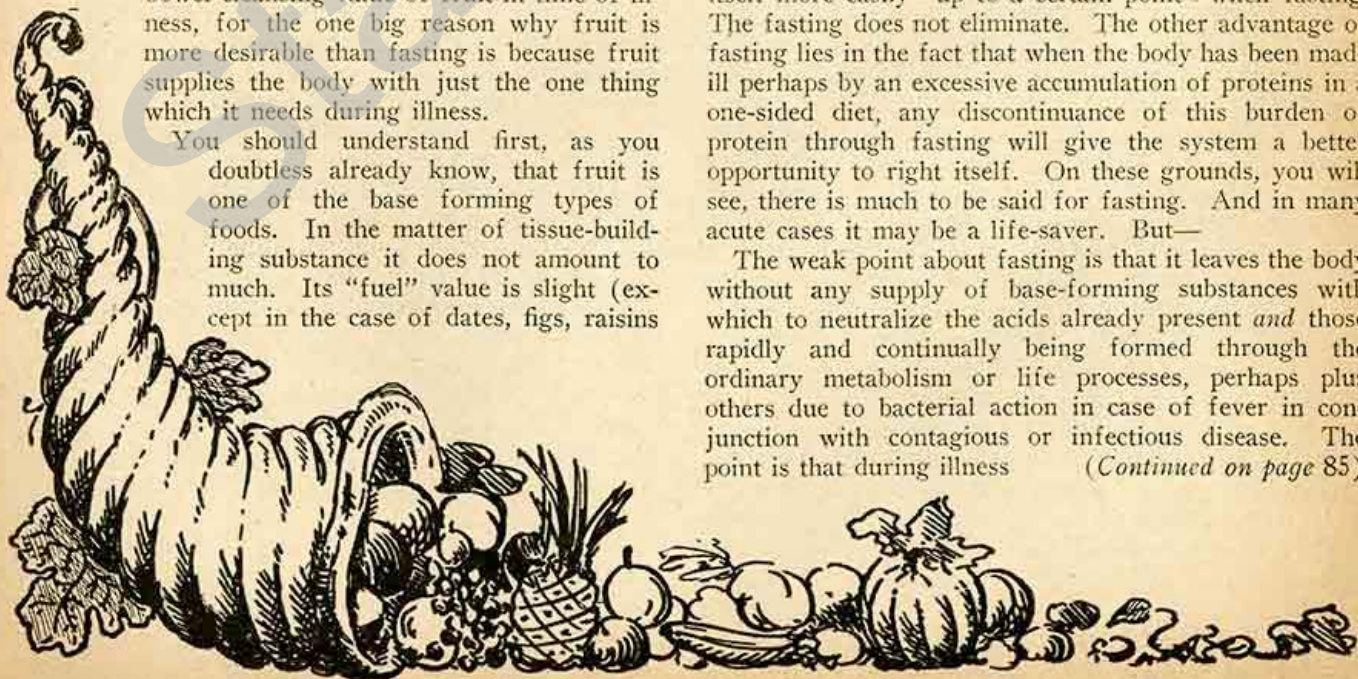
You should understand first, as you doubtless already know, that fruit is one of the base forming types of foods. In the matter of tissue-building substance it does not amount to much. Its "fuel" value is slight (except in the case of dates, figs, raisins

and to some extent, bananas). But its value lies in its relation to the chemistry of the body. It is important that this chemistry of the body, so to speak, should be well balanced. During illness it is more than ever vital that the body chemistry should not become too much unbalanced. A one-sided diet of protein and starches tends to the accumulation of acids in the system. Acid-saturated tissues mean serious illness. Fruit and greens and vegetables supply alkaline substances with which to neutralize and balance those acids. Of these, fruit is the most easily digested and assimilated. The fact that fruits contain mild food acids does not mean that they are conducive to acidity of the blood, for the contrary is true. These mild food acids are quickly neutralized, some of them even by the saliva, and the ultimate result of eating fruit is to correct acidity or acidosis, just as fruit, even lemons, which seem sour enough, will quickly cure scurvy, which is acidosis pure and simple. If you want to know more of the why of this, read Alfred W. McCann's book. But the point here is that during illness acids accumulate in the system faster than usual, added to the fact that illness in the beginning has developed, often or usually, through an acid-soaked state of the blood and tissues. People who keep their systems chemically well balanced in this respect do not get sick, except through infection, and even that does not usually get much of a hold on them.

Now, fasting is often spoken of by its advocates as a purifying and eliminative measure. Manifestly, however, fasting in itself can eliminate nothing. How can it? How can it purify? Actually it doesn't. This is saying nothing against the necessity of fasting when one cannot eat. There are times when one does not want to eat and cannot tolerate food. Food is poison in such cases, a useless burden to an already overtaxed system. A sick cat or a sick horse knows that much. But that is not saying that fasting is purifying. Elimination is accomplished through the body's own eliminative channels or functions. One advantage of fasting is that the eliminative organs can function better during illness if one is fasting than if one is choking the body with unwanted food that it cannot utilize. The body purifies itself more easily—up to a certain point—when fasting. The fasting does not eliminate. The other advantage of fasting lies in the fact that when the body has been made ill perhaps by an excessive accumulation of proteins in a one-sided diet, any discontinuance of this burden of protein through fasting will give the system a better opportunity to right itself. On these grounds, you will see, there is much to be said for fasting. And in many acute cases it may be a life-saver. But—

The weak point about fasting is that it leaves the body without any supply of base-forming substances with which to neutralize the acids already present and those rapidly and continually being formed through the ordinary metabolism or life processes, perhaps plus others due to bacterial action in case of fever in conjunction with contagious or infectious disease. The point is that during illness

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I Don't Fear Cancer Now

The Story of a Girl who Fought and
Conquered the Family Weakness

By *Mary Straithmore*

MY father and mother died of cancer of the stomach. My maternal grandmother died of cancer of the stomach and my only sister died of the same malady.

That is a formidable record, isn't it?

Can you wonder that I was obsessed with the idea that I, too, must die of cancer? I was filled with fear and apprehension. I was continually visiting doctors and undergoing examinations to learn if the dread disease had yet gotten foothold anywhere. I imagined that I felt pain or lumps here and there and fear finally got me in such a state that I felt that life was really a burden.

Finally one doctor decided that I had symptoms that suggested cancer. At last my fears had their fulfillment! I was terribly depressed for a little while and then all of a sudden I felt a wave of shame at my lack of courage and my weakness, and I determined then and there to put up a good fight and to conquer the thing somehow. I decided to die of old age and not of cancer.

I had read a great deal on the subject of our family disease and I had noticed that some doctors of note had declared that processes of absorption could cure cancer, and that a large percentage of the cure was through diet.

So I determined to go to work and fight for my life, and the first thing I went after was my diet, for Dr. Horace Packard of Boston had said that he was convinced that demineralized foods constituted one of the most important forerunners of the dread disease. He said that the flour mills of the civilized world were busy eliminating every particle of iron, phosphorus, sodium, potassium, manganese, silicon, calcium, magnesium, etc., from the staple food supply and sending out food material rich in heat units but pitifully meagre in immunizing and energizing material, adding that a critical examination of the habits of life of civilized cancer-plagued people in comparison with the habits of primitive cancer-free people showed that the main difference between them is in a diet poor in mineral salts among the



Mary Straithmore

cancer-plagued people and a diet rich in mineral salts among the cancer-free, and that it was the rational course to adopt this as a key note to cancer treatment and cure.

Where butcher shops full of red meat and white-bread bakeries abound there will be found the highest cancer rate, so a vegetable diet is indicated and an avoidance of all white flour foods and all denatured foods of whatsoever sort.

Natural immunity to cancer can be brought about by proper diet and exercise, for the making of healthy tissue resists the invading growth.

Learning these things I made up my mind that I would win my way to a state of health that would defy all inherited tendencies to become a victim to the disease that now so alarms people by its rapid increase and menace.

For although doctors are agreed that cancer is not hereditary the fact is acknowledged by

them that the weakening tendencies of the system may be inherited so that the person is liable to be a good subject for the development of cancer.

I felt that I must learn to live right and to know all there was to know about the disease and its causes; so I studied everything I could get hold of and investigated myself in every way.

One of the chief points that the specialists make is that it is a filth disease. That it is caused by a clogging, a festering somewhere, due to acid or other irritation of some sort.

As all my people died of stomach or pyloric cancer I deducted that it must have been generated by some sluggishness, some lack of motion of the digestive tract, or that improper food was introduced and by fermentation and acid caused irritation as it lingered in clogging masses.

Having thus simplified in my mind that cause and its effect I had only to go to work to understand foods and their action upon my own particular interior and to learn the proper exercises to practice to bring about sufficient healthy action in the trunk of my body.

I had, previous to this awakening, eaten as the average person eats, all sorts of things without thought or knowledge—in other words I ate ignorantly as ninety-five per cent of people do, and like the ninety-five per cent my bowel action was stubborn and uncertain; I did not get rid of my waste matter easily or properly; I had to resort frequently to cathartics—like the other ninety-five per cent. My studies in regard to cancer prevention and cure led me to see that this was all wrong and that right here was where my family went wrong and the chief (perhaps the only) cause of their susceptibility to cancer. So I started in to clean up and to keep clean.

I began by undergoing a series of washings-out. I called it my hydraulic mining. I took a big high enema every evening for three days, using from three to four quarts of warm water with a one-grain tablet of permanganate of potash to the gallon to release oxygen and to kill the "bugs."

Then every other night for a week; then twice a week for a month. After that I found that once a month was sufficient to keep the lower bowel clean. During this cleaning out period I took a small dose of salts three times a week the first week, twice the second week and once a week after that till I was cleaned up. Now I do not need salts. I use salithia for the salts and take only one cup full.

During the cleaning up period I had learned what to eat that would make it unnecessary to wash away the poisonous waste of my body so often, realizing that in that arrested waste lay the seeding ground of cancer.

This is the plan that I studied out and that with me works like a charm and keeps the intestinal tract clean and sweet and defies cancer. For remember, all you who fear this dread disease, it *cannot* get a foothold if the body is *clean*, clean inside; if no waste or ashes or food refuse is allowed to linger and grow polluted. This is the simple rule—this is the true theory. Now to set that rule in action and to put the theory into daily practice *one must work!*

First learn what foods mean cleanliness inside the body and what exercises and washings must be adopted to keep that food moving at a proper speed to insure health in the intestines.

Every morning just as soon as I open my eyes I rinse out my mouth and then drink two glass of water that I have by my bedside covered and of the temperature of the room. Then I lie in bed and take strenuous abdominal exercises till I am out of breath and perspiring freely.

These exercises consist of moving my whole abdominal region up and down with great muscular force. This stirs up all the region of the body that has to do with my digestive work and the solar plexus is the furnace of the body and it gets that thoroughly waked up and this is what makes me perspire. Then I stretch and stretch in every possible way.

Then I get up, put on a loose, warm bathrobe, drink

six glasses of fairly hot water and go after my regular exercises which include everything that I can think of that will stretch the muscles about the whole trunk of the body and of course the organs within, for it is them I have in mind constantly to keep them right up to par in efficiency. So I bend and twist and stretch for half an hour. I do it all with great earnestness and am very intent upon it while about it. I never let my mind wander off and occupy itself with anything else, but just those movements.

When I am through I am drenched with sweat and that is one of the great things to consider, sweating out through the pores a lot of poisons and waste and taking the burden off the kidneys and liver.

I take a cold sponge bath and a vigorous rub down and I feel so fresh and vigorous and happy that I know that cancer has been forced to skulk away and can never touch me as long as I keep up this line of action.

As for my cancer-proof diet I have learned that I should eat coarse, very simple and wholesome food that digests directly. I never, *never* use any denatured articles of food, never any package stuff, nor canned goods. I have to know the history of everything I eat. The prunes and dried apricots that I use must be guaranteed to be sun-dried and not by sulphuric acid fumes. No white bleached flour, no white bleached sugar, no salt meats or fish, no pasteurized or evaporated milk—always raw certified milk—and from two to three quarts a day always.

I eat great quantities of green vegetables—especially of the leaf variety, like spinach, beet tops, green tops of celery, chickory, brussels sprouts, leaf artichokes, etc. Also at two of my meals I always have uncooked leaf vegetables, lettuce, romaines, water cress, celery, endive, etc., with frequent grated raw carrots, turnips or beets over them. I never use vinegar on my salads or in anything. It is an unfit food for the stomach of those who want to have a clean intestinal tract. I use a little lemon juice and olive oil and salt, if anything at all. Salad dressings are like sauces and gravies, they seem to be only necessary to the appetite that is abnormal, a healthy, hearty digestion can eat salad without any dressing at all and relish it thoroughly.

I rarely eat meat, and never but once a day and never over two ounces. I eat the yolks of addled eggs but not the whites. I eat a great many baked bananas (very

ripe before baking). They are baked with a little Wesson oil. Sometimes—in fact frequently—I make my lunch of six baked bananas and a plate of crisp romaine with olive oil and salt. Nothing else. It is one of the most easily digested of meals and very vigorous in its effect as there is so much phosphorus in the bananas and the romaine is so rich with vitamins.

This diet results in two very full movements of the bowels a day, so that I know that all the ashes of what I eat is gotten rid of; that my whole intestinal tract is full

(Continued on page 90)

Do You Dread Cancer?

NO other disease with the exception of T. B. has so filled with dread the minds of the people. Despite all efforts of medical science to check it, Cancer still remains on the list of "incurable" diseases at which the public shudders.

Mary Straithmore's is not an usual case. She lived in constant dread of the disease, but so do thousands of others. Most of the members of her immediate family had died of it, and finally her physician advised her that she was suffering from the same malady.

How she studied her own case, how she fought and finally overcame it, should not only be interesting but also inspiring to many of you. If you know of some one whom the article will help, pass it along.—
The Editor.

Arms and the Woman

Beautiful Arms Are the Fashion—You
Cannot Dress Without Them To-day

By *Florence Whitney*

Poses by Risa Royce

THERE was a time when a woman's dress quite effectively covered up her unshapeliness of body,—sometimes her shapeliness, but we fear not usually so. Indeed in the light of recent revelations the old fashioned concealment of the human form with its manifold imperfections was something to be grateful for even at the extravagant use of dry goods. At that time one could at least be attractively dressed in spite of poor physical development.

But the old order of things has been pretty well upset. The era of freedom which has gripped the world has also invaded the land of fashion, and just as obsolete as the old governments of Europe now are the old traditions of dress. Even that proverbial glory of woman, her hair, has been abbreviated, while the modern frock has put imagination out of the business and left her physical make-up frankly visible. Today her imperfections instead of being gracefully concealed are imperfections indeed.

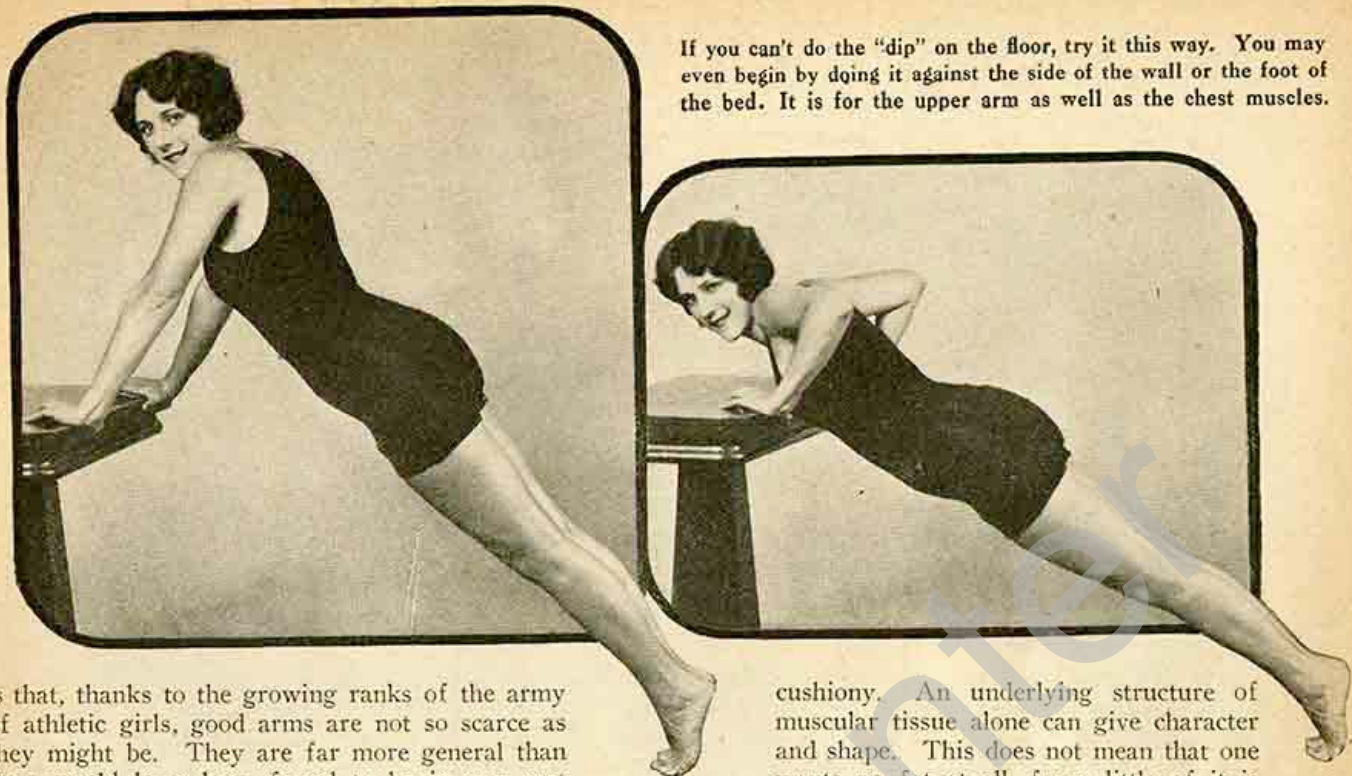
With the advent of short skirts two or three years ago, the cause of emancipation took long strides forward as well as upward. Then came the first "apparent" necessity for well developed limbs. The average woman became suddenly aware that she could not be well dressed unless she could display a pair of shapely ankles. The problem was a sufficiently difficult one, but Dame Fashion has decreed an even more trying one now that she has brought in the sleeveless gown.

Any city street serves as well as a bathing beach for the purpose of the study of arms. There they are,—as they should be and as they should not be. One sees smooth arms and rough arms, red arms and creamy arms, fat arms and skinny arms, bumpy-elbow arms and "knock-kneed" arms, arms that are of proper size and lacking in shapeliness, and arms that are oversized or undersized but which have character because they represent development.

The bright side of the picture



The first exercise is for forearm development and can be performed with a wand or with dumbbells. Bend the wrists up and down as far as you can with a stretch. The tighter the grip, the more vigorous. The next is an easy form of "chinning." The bar must not be too high and the arms should be bent as in the picture.



If you can't do the "dip" on the floor, try it this way. You may even begin by doing it against the side of the wall or the foot of the bed. It is for the upper arm as well as the chest muscles.

is that, thanks to the growing ranks of the army of athletic girls, good arms are not so scarce as they might be. They are far more general than they would have been found to be in any past generation. Swimming has become an almost universal recreation among women. They are playing tennis almost as much as their brothers. They are playing golf, paddling canoes, rowing boats, driving cars, playing basket ball and riding horses—all these more than ever before, and they are even playing polo. The result is better standards of development. And the result of this is, if not the fashion of sleevelessness in dress itself, at least its popularity. Though it does seem that in some instances women who have utterly unrepresentable arms should have sense enough to disregard the fashion and stick to sleeves until they have made the desired improvement.

For they can be improved. Don't think that the beauty of your arm is a matter of its being fat or thin, although even that is a condition within your power of control. The main essential is development. The size of the arm is not so important as its shapeliness. Some persons, of either sex, are more heavily built and some more lightly built than others. And this is primarily a matter of bony framework. Not only do larger bones necessarily mean larger arms on their own account, but they normally are accompanied by a heavier muscular development, since it takes larger muscles to move larger bones. But when these are developed they give such an arm character and shapeliness. Some women on the other hand have such light bones that they never can expect to possess a full-sized arm in the average sense unless they get fat, which is not desirable. But if the muscles of such an arm are built up it assumes qualities of grace and beauty which make it, in the eyes of some artists, the superior type.

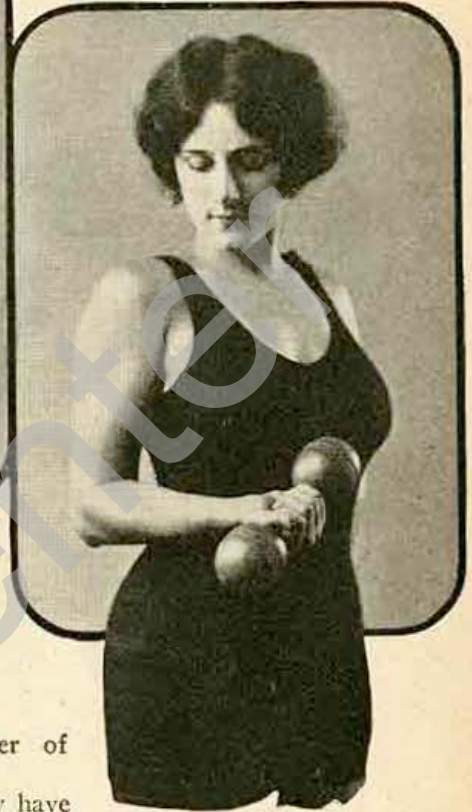
The most common failing in women's arms is not the matter of size, however, for fatty tissue very commonly makes up in substance for any lack of muscular development. Judged by the tape measure they may be quite normal. The trouble is that fat has no shape and no quality of beauty. Such arms are big enough but have no contour of beauty. They are flaccid, flabby, pin-

cushiony. An underlying structure of muscular tissue alone can give character and shape. This does not mean that one wants no fat at all, for a little of it is normal, and women in health always have

that little, at least, rounding out the body to give the characteristic feminine contour. On the other hand, don't think that it is ever possible to acquire a too muscular appearance, resembling the conformation of a man's muscular arm. Women never acquire this, and even the women who do trapeze work in the circus always have the most beautiful arms. Lillian Leitzel, who can chin herself with one arm more times than any man in the world, has arms of perfectly feminine contour.

Practically all men, except the fat ones, can chin themselves at least once, which is not saying much for them. On the other hand, practically all women are unable to do so, which is saying a great deal, in respect to their deficiency. If the horizontal bar is placed at less than six feet high, so that a woman can reach it with her elbows bent, and start from that position, possibly with the help of a little jump, you will find a woman here and there who can chin herself—in that way pulling her chin up over the bar. But to do it from a straight arm hang, feet off the floor, not one woman in a hundred can do it. It is, of course, one of the more vigorous exercises to be recommended. The way to do it is to practice it first with the bar not too high above the head, so that you can start with the elbows considerably bent. After you can do it several times that way, you can try it with the arms a little straighter. Concentrate your mind on the thought of pulling your elbows down.

The "dip," or push-up, is the next most obvious arm exercise, even though it concerns many other than the arm muscles. But the majority of women cannot do the floor dip. It is, however, the indispensable exercise for the triceps or extensor muscles, a three-headed structure on the back of the upper arm which straightens the arm when it is bent. But since this exercise is often too difficult at first, done on the floor, it may be made available



In this forearm exercise you twist a staff much the same as you would wring out a wet towel. You may even try it with a bath towel if you wish. In the first picture the wrists are turned forward and are to be pulled toward the body. In the second, they are turned inward and are to be bent outward.

The turning of a dumbbell with a twisting action develops the forearm and other muscles as well.

for your use by modifying it. You can do this by placing the hands on the arms of an arm chair, feet on the floor, or by placing the arms on the edge of a table, or even to make it easy enough for the weakest of women, by standing two or three feet away from the wall, leaning against it and pushing yourself back to arms' length. You will find the foot of your bed a convenient and suitable support on which to do the dip, and later, when that is too easy, use the side of the bed, and finally the floor.

But chinning and dipping, important as they are for the upper arm muscles, the biceps and triceps respectively, are far from sufficient for complete arm development. Did it ever occur to you that you have much more power in pulling the arms from above downward than you have in pushing them upward? This is because in chinning or otherwise pulling the arms down, most of the work is accomplished not by the arm muscles themselves, but by very powerful muscles of back and chest, those which put the "pit" in the armpit and which pull the upper arm downward or forward. Dipping is done largely by the chest muscles; the triceps helps by way of straightening the arm. Chinning is done largely by the latissimus or broad-back muscle (which you can feel or take hold of at the back of the armpit, especially if you press your elbow downward upon the table or arm of the chair as you read this); the biceps helps by way of doubling up the arm.

However, in raising the arm and pushing upward overhead there are no important trunk muscles to do that for the arm, and the deltoid, which is the three-sided muscle (front, side and back) right at the shoulder and around the top of the arm, must do most of the work. So that my program of arm improvement should include a share of arm raising exercise to develop the deltoids. From the standpoint of beauty this is very essential, since the deltoids have so much to do with the

general character of the arm.

Now one may have fulfilled all of the above requirements and still have arms that are lacking in symmetry if she has failed to develop the forearms. And of course one does not exercise the forearms by any full movements. One develops the forearms by the things that she does with her hands, by all kinds of finger action, gripping and wrist bending. It is true that typewriting provides some of this finger activity, but it is of a nature so light that it is ineffective, and at that employs only part of the muscles of the forearm. To provide real exercise one should have some moderate resistance for the muscles to work against. And that is why the small, light dumbbells popular in physical culture classes one or two generations ago still continue to be the most satisfactory instrument so far as the arms are concerned. For wrist turning or twisting and wrist bending movements they provide just enough resistance to the muscles concerned to build them up. They are not essential to free movements for the rest of the body, but they do have this particular value so far as the arms are concerned.

Unless the forearm muscles are properly developed this part does not have the roundness which makes it a thing of beauty. There are two bones in the forearm, which tend to give it a certain flatness, and the larger the bones the greater the flatness, unless all of the muscles are built up.

Fencing makes great demands upon the wrists and forearms and is altogether a magnificent exercise—for the one arm. The trouble is that it leaves the left arm

unimproved unless one plans to do an equal amount of fencing with the left arm, finding a partner who is also interested in doing so. However, ambidextrous fencing does not have any appeal. On the other hand, fencing has the great virtue that it is a good all around exercise, vigorously employing so many parts of the body.

Swimming is a shoulder exercise rather than an arm exercise, strictly speaking, but it is of great value and importance in beautifying the arm because it builds up the deltoids wonderfully. You will never find swimmers lacking in this development of the top of the arm.

By way of another supplementary arm exercise I would particularly suggest the use of Indian Clubs. For the body as a whole they are worth very little. Club swinging is essentially an arm and shoulder exercise, including a great deal of wrist action which does develop the forearm. If you have ever learned club swinging, then go back to it by all means, for the sake of both your arms and shoulders, and if you do it to music, phonograph or radio, you will find it a pleasure. Club swinging also has value in setting one up in better bodily posture.

Curiously, there is perfect arm exercise in doing the family wash, not with the popular laundry machinery of to-day, but in the old-fashioned way. The rub-a-dub-dub on the wash-board is exercise for the upper arm, biceps and triceps, while wringing out the clothes by hand is a perfect forearm developer. Hanging out the clothes brings in the deltoid. I fear, however, that this will prove to be an unpopular paragraph, since most of us would probably lose interest in the beauty of our arms if it depended upon doing laundry work in the old-fashioned way. Most housework is not good exercise, however, since it bends the back, pulls the shoulders forward and cramps the chest. Even washing, which is ideal for the arms alone, is not for the rest of the body. Most of us will select other and more attractive means of improving ourselves.

Of course I know that the first reaction of some women, about one out of every three or four, will be to protest that their arms are too big now, and that they do not want to develop them any further, but only to reduce them. What they really need is to both reduce and develop their arms. The two things will come together. Naturally, if your arms are fat they are not shapely, for there is no shapeliness in fat. And if they are fat, the

more activity you can give them the better. Even bag punching would be an ideal exercise for your purpose. Though usually considered a masculine pastime, bag punching is really light exercise such as is suitable for women. The old-time pugilists included it as a part of their training, but this was for the sake of speed and not



All arm-lifting exercises develop the extreme upper arm. Start with arms down and swing up high overhead, also rising on toes. If you use dumbbells, swing arms sideways as well as forward. Try this staff-turning exercise with an ordinary broom, turning it over with the strength of the wrist and gripping as far around each way as you can. Do not strain; repeat until slightly tired.

for strength. It is a faultless arm exercise, both for eliminating fatty tissue, and for developing and beautifying the arms.

Never forget, however, that apart from the question of an excess of fatty tissue, the emphasis should be placed upon the shapeliness of the arm, not upon its size. It is natural that a woman of "Juno" type, tall, full-chested and fairly large frame, should have heavier arms than a woman of the "pocket Venus" type. Juno would be ridiculous with arms too small. The purpose of this article is to suggest means by which you can make your arms shapely, no matter what their size, and to give you the assurance that you *can have* beautiful arms—if you wish to have them, and if you are willing to make a reasonable effort to acquire them. Of course, the results that you secure will be absolutely in accordance with the effort that you make. And, of course also, the effort that you will be willing to make will constitute the measure of your desire for self-improvement in this respect.

The Cause Of Foot Strains *and How to Relieve Them*

It is impossible to be physically "fit" unless your feet are in the condition nature intended

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

YOU cannot hope to attain and retain strength and health unless your feet are properly arched. It goes even further than that, for it affects your mental condition. You cannot be mentally alert and active when there is anything wrong with the feet.

It is a simple matter to carry this line on further and endeavor to show what tremendous effects come from ills of the feet. Forceful, successful men, attractive, brilliant women can only be that if their feet are properly functioning and cared for.

It is a surprising thing perhaps, but almost invariably it is necessary in thorough practice to examine the feet

of a patient and very, very often to treat them, no matter what the illness. You will readily understand this when it is pointed out that as the result of years of research along this line it has been definitely learned that more than seventy per cent of the civilized human race suffer, perhaps unknowingly, from foot ills.

That actually is a factor in the explanation of why so few individuals stand out with the tremendous mental and physical energy that makes for success. The majority are under a handicap from the very start and make little or no effort to overcome it by correcting the cause. Yet troubles of the feet are among the easiest of all human ailments to remedy. Occasionally, and usually



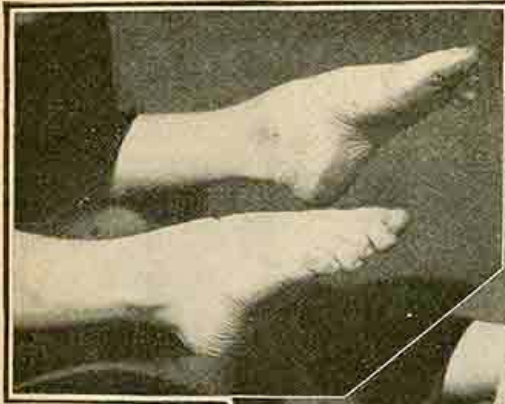
Keystone Photos

Miss Gertrude Eggert of Fresno, California, and Miss Josephine McLean, a well known Marion Morgan dancer. By comparing their feet with the average individual's cramped toes and burning soles, we learn the value of foot exercise.



in such cases through lack of attention until it is too late, major foot troubles do become permanent, and reach the stage which is known as incurable. But such cases are rare. In a very great majority of cases intelligent adjustment will immediately have its effect and permanently right the wrong.

In this and succeeding articles the various foot ailments will be taken up, showing how they not only effect the foot but virtually the entire body and are a



really great element with which the civilized man and woman must contend.

Let us start in at the very beginning to show what the foot really is, what it does, how it is abused and what to do in order to overcome the effects of that abuse.

In the first place the foot is a remarkable piece of mechanism. In the whole of nature there is no more marvelous bit of specialized architecture. The burden it bears is amazing when its size is considered. In its original state it is capable of unlimited service. The rest of your body may tire to the point of exhaustion but the foot will keep right on with its job unless there is something wrong with it.

The artificial restrictions and methods we have imposed on the foot have brought their reward in endless troubles that the aboriginal man never knew. We know now that it goes so far as to bring organic diseases upon us. Fortunately in recent years we have come to the stage where it is easy to trace them to the cause and remove the cause.

There are twenty-six separate and movable bones in the foot. They form two arches, one known as the instep and the second a transverse curvature just behind the ball of the foot. These arches serve different purposes which can be briefly explained to include firm support for the body and to act as shock absorbers as well as to make the front part of the foot more stable. In a correct foot the weight of the body falls slightly in front of the ankle joint so that the burden is divided between the arches in the most efficient way. No ingenuity of engineering could design a better job.

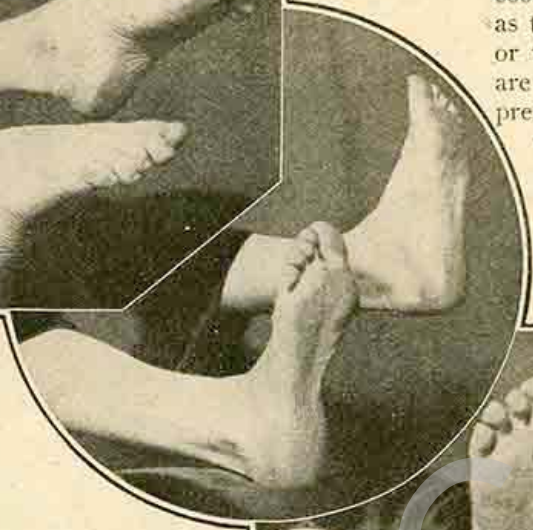
If you are going to have normal, healthy feet those arches simply must be maintained at their normal height

and proper resiliency. The task of keeping them so is given to the ligaments and muscles which are found in the foot and ankle.

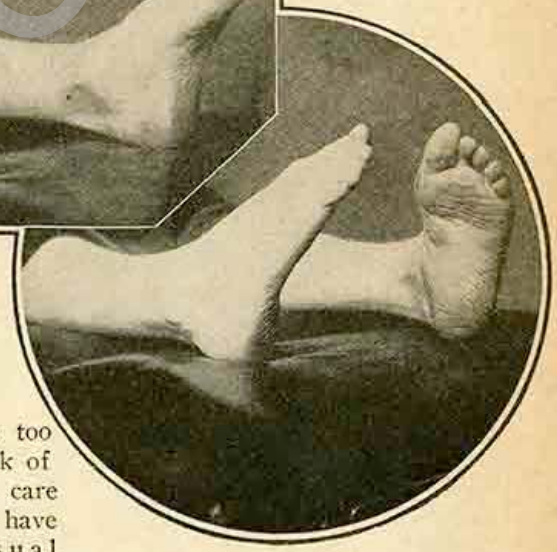
When you keep those muscles and ligaments as they should be it is impossible for you to develop foot troubles except through a destructive accident. This is an element that is rarely given any thought except by specialists, but it is the sole cause of the trouble.

To keep those muscles and ligaments in proper condition the right kind of bodily nutrition is essential, also the nerve supply must not be obstructed and even such trouble as constipation can and does have its effect. As soon as these muscles and ligaments are not provided for as they should be in the body's system of nourishment, or the nerves which conduct the life impulses to them are interfered with by mechanical faults such as the pressure of tight shoes, for instance, or when the bodily elimination is impeded, then you are inviting trouble and it invariably accepts the invitation.

There are many other contributing causes. Occasionally there are structural defects, very rare in the foot, more common in the lower part of the spine. Add to these careless habits in walking and standing, shoes that do not fit or even socks and stockings



These exercises may seem amazingly simple, but if persisted in, would be all that is necessary to overcome foot strains from which so many thousands are suffering.



that are too tight, lack of hygienic care and you have the usual causes of trouble.

It may seem peculiar that when the foot finally does fail there is invariably something wrong with the lower part of the spine also, but it is not. That follows of necessity.

It is true that there are occasional cases where the foot trouble has been so long continued and neglected as to become permanent. But these cases are rare for usually intelligent adjustments of the lower vertebrae of the spine and the bones of the foot as well as the right kind of stimulation for the weakened and overworked muscles and ligaments and the proper kind of shoes will eliminate the trouble.

The prevalence of foot ills was not recognized until examination of the troops during the war. Then attention was brought sharply to the almost universal trouble. In the past three years remarkable advance has been made in the diagnosis (Continued on page 94)

About Posing and Sigmund Klein

How "Strong Man" pictures are taken and some interesting poses

By Alan Calvert

THE hardest work I know of is taking "Muscle Poses," that is, pictures like these. In order to get a successful set of pictures there are a lot of necessary essentials. First off, you must have a good model, one who has the shape and the development and who knows how to pose. Then you must have an experienced, skillful and extremely patient photographer. Last of all you need a few ideas, original ones if possible. That last is the chief difficulty. You naturally want poses that are new, attractive and which show off the athlete to the best advantage. Sometimes you are inspired and are lucky enough to think of a lot of new ones. At others you have the conviction that Solomon was entirely right when he said that there was nothing new under the sun, because for the life of you the only poses you can think of are the ones which are as familiar as the Dying Gladiator and The Flying Mercury. In such cases maybe the photographer will come to your rescue, bringing to bear a fresh mind and a few original thoughts. Or perhaps, the model himself will think up some good ones.

I know "Strong Men" who claim that as far as physical exertion is concerned, they would rather "do their act" a dozen times in one day than spend part of a day at a photographer's. Not that they do not like their own pictures, but because of the exhaustive work of posing. When a really well developed man poses he likes to show himself to the best advantage in every picture; which means holding himself absolutely still while tensing as many muscles as possible.

If you think it is easy just try it once. Select any dozen poses you have seen in this or any other magazine, take them to your photographer's, tell him what you want, and then do your level best to exactly duplicate each pose. When you get through (if you ever do) you will drag yourself home and the next day

you will feel as though you had played football out of season.

I see pictures by the hundreds. They are sent me from all over the country. Many of them are from beginners who never posed before. Consequently, the vast bulk of the pictures are very much the same; limited to about a dozen of the best-known positions. Well, everybody has to be a beginner some time and it is

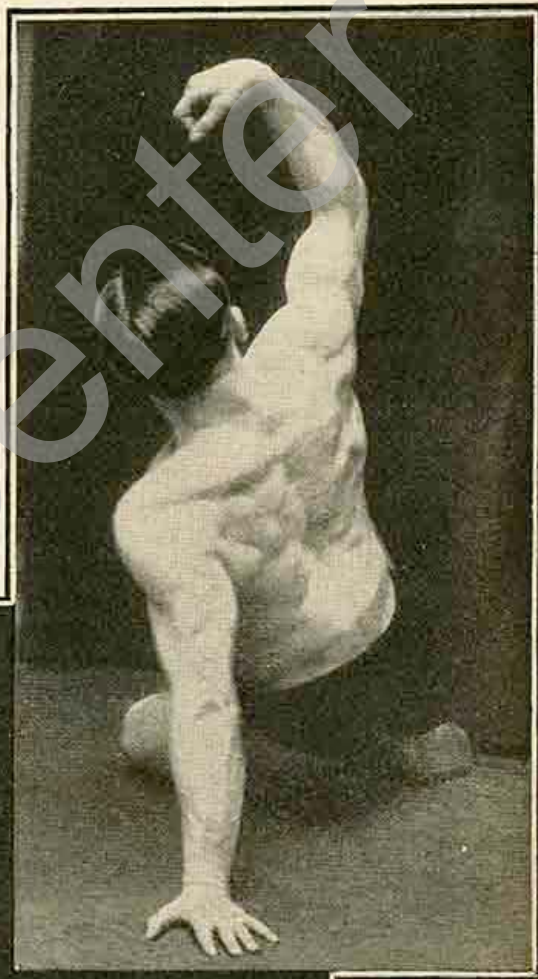


Figure 1

Sigmund Klein in some positions which show his physique to decided advantage and which are fully described in Mr. Calvert's article.

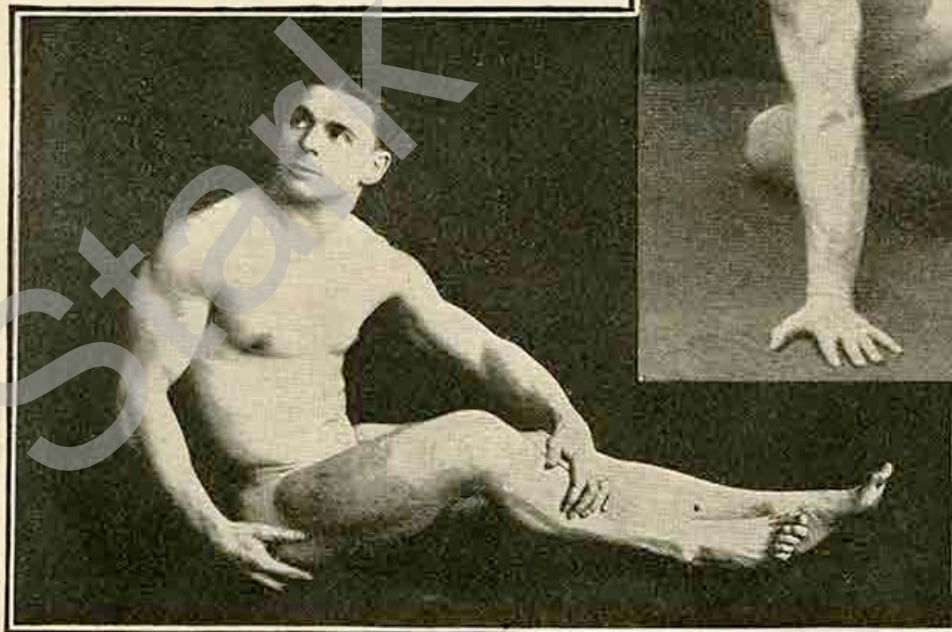


Figure 2

better for a novice to start copying some pose with which he is thoroughly familiar than to break in with original poses that may, or may not, show him off to best advantage.

The trouble with most poses is that Sandow did them first. He may not have been the champion strong-man, but as a "showman" he had every one else in his line beaten by several miles. Posing was pure joy to him, and he must have devoted a large part of his time to studying his own possibilities and thinking up original poses. I have seen at least three hundred pictures of him, all of which were good, and there was not one of them that you could pick out and say that here he was copying some other man's idea. He may not deserve all the credit, for he was "taken" by many of the great photographers; men like Sarony and Van der Weyde who were original and creative artists as well as cameramen. A real artist is nothing if not original.

There is a well known "Strong Man," famous for the beauty of his physique, who twenty years ago went abroad, and while in Berlin had a set of about thirty pictures taken. His poses were arranged by a world famous sculptor. He still uses some of those pictures, probably for the reason that he has never gotten better ones since that time. I do not imply that his figure is less admirable than it was then, but that he has not met another man who could pose him so magnificently. Adolph Nordquest once loaned me an album containing all the pictures which he had ever taken. Almost all of them were formal poses taken by professional photographers. But in that book there were two pictures which made the rest look poor, and those two were snapped by a sculptor for whom Nordquest was posing. Better pictures I never saw. Absolutely original in pose and composition, and the only ones I have ever seen that did Adolph full justice. On one occasion I arranged with Mr. Scott to take a whole row of pic-

tures of Joe Nordquest. I really labored to select poses that would emphasize the Herculean lines of Joe's physique; and then after I left the studio, Mr. Scott had an idea of his own, posed Joe accordingly, and got a better picture than any one of those I had worked over. Tony Massimo's best pictures, as far as statuesque effect is concerned, were snapped by a student at an art school. There is such a thing as being saturated with your subject, of getting into a state of mind where you can't see the woods for the trees. I know some sculptors, and the next time I get the opportunity to take pictures of a crack-a-jack model, I am going to haul a sculptor to the studio, and make him select the poses, and you can bet that I am going to pick out a sculptor who has never seen any "Strong Man" pictures. If I do that, I think I will get some poses that are surprisingly new, good and artistic.

All of which has a direct connection with these pictures of Sigmund Klein, for most of them were taken on a day when I had even fewer ideas than usual. Consequently, most of the heavy thinking was done by Mr. Scott, the photographer and by Klein himself. It took us exactly three hours to take seven pictures, one of which was a total failure. That meant twenty-five minutes experimenting, rehearsal, and trials on each pose before every one was satisfied. Take for instance Figure 1. There is a pose I have never seen before and which was planned out by Mr. Scott, who figured that by taking the picture from above and three-quarters back, we would get an entirely new view of the massive muscles across the back of Klein's shoulders. I can safely say that Scott altered Klein's position at least fifteen times before he finally pressed the bulb. The pose is a difficult one and hard to hold, and if Klein concentrated too much on his arm, his back muscles would shift; and when he got his back muscles as Scott wanted them, there would be something wrong



Figure 4

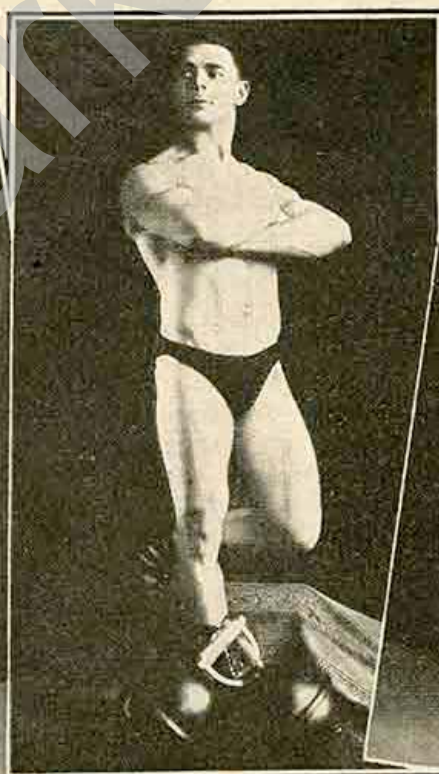


Figure 3

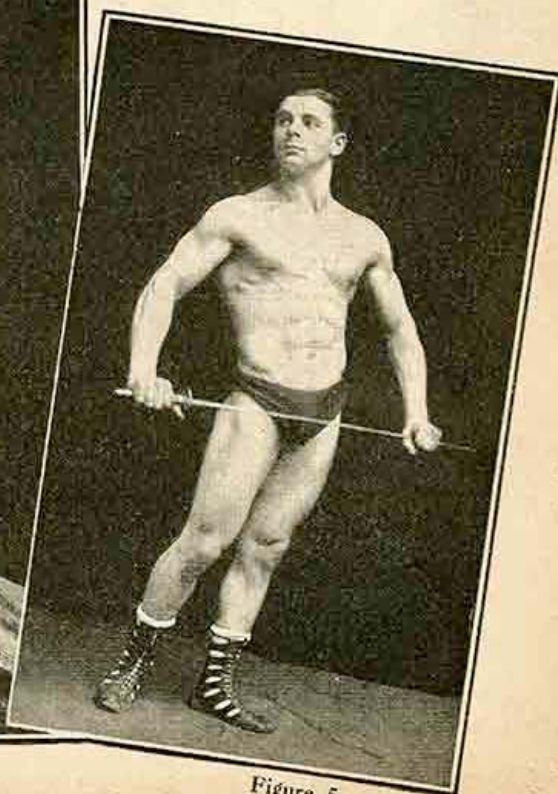


Figure 5

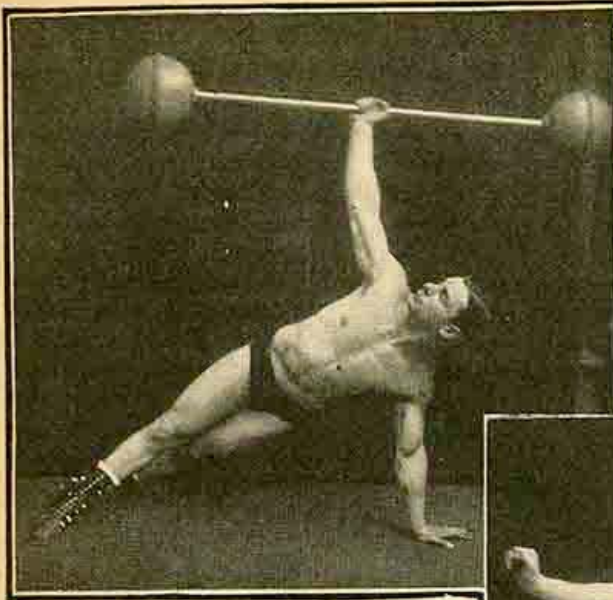


Figure 7

with the arms. But finally Scott, who was watching like a hawk, saw just what he wanted, and snapped the picture. When Klein got up from the floor, and stretched himself, he said the work of holding the pose had been harder than half an hour's gymnastics.

As a pose, Figure 1 shows some very unusual features, of which the most noticeable is the top part of the left trapezius muscle, which appears as a broad flat band, running from the base of the neck towards the point of the left shoulder. I have never before seen the muscle show up just in that way, and the cause was that he was bearing most of his weight on his left hand, and then actually lifting his body away from the left arm. The ordinary athlete shows but little development at that point, but Klein's trapezius muscles are extraordinary. I am telling you all this to make you realize how hard it is to create a new and effective pose, even when you have the combination of a first-class photographer like Scott, and a first-class model like Klein. Mr. Scott is famous in his own line, and Klein is one model in a thousand. About the beauty of Klein's proportions and the degree of his muscular development there can be no question. In my opinion he is the best built of the younger generation of "Strong Men."

In addition to his physical qualifications, he brings a genuine enthusiasm for the work and an immense knowledge of all poses, past and present. He has one of those phenomenal memories which amaze the ordinary forgetful individual. Although I had corresponded with him for several years, I first met him in the summer of 1923. When I took him to Scott's studio, he amused himself and entertained the rest of us by reproducing dozens of the most familiar poses of well known "muscle-men." He would say, "Do you remember that pose of Matysek on page 19 of 'Strength' for March, 1915?" and I would reply, "I can't identify it that way. I took nearly two hundred

More interesting poses of Sigmund Klein. Mr. Calvert invites the reader to duplicate these and send the photos in to him. Each month he will publish about six of the best pictures he receives in his department called "The Mat." If you have any original poses, send them also.

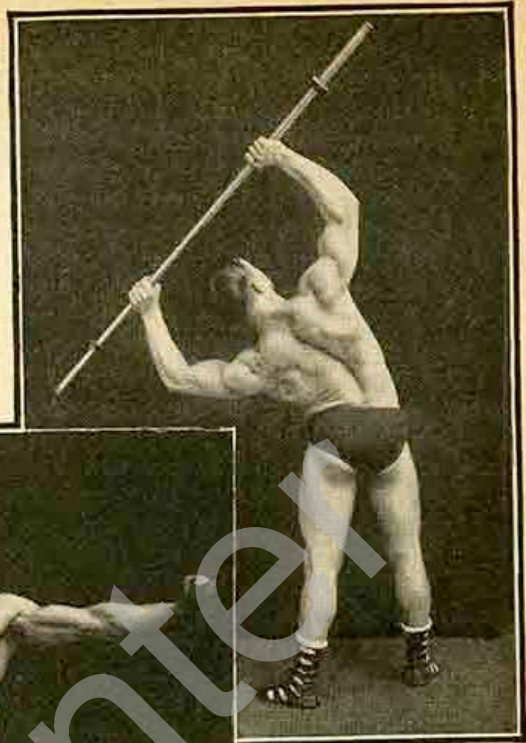


Figure 8

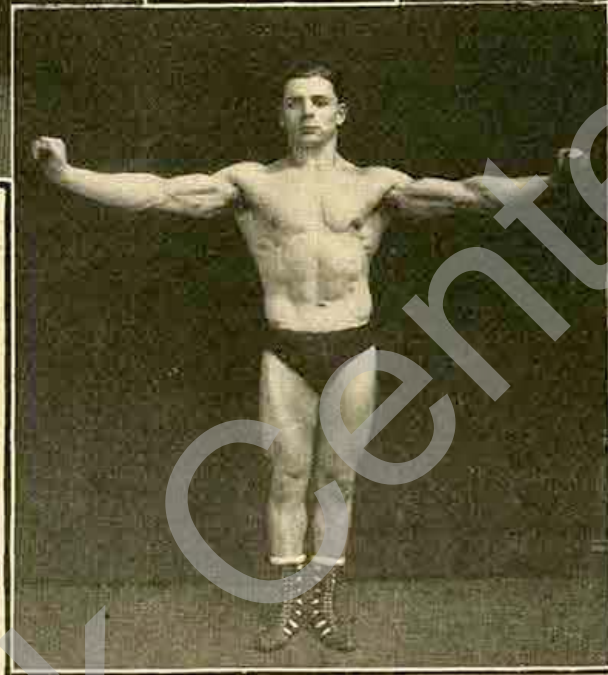


Figure 6

pictures of him." And then Klein would say, "Well, this is it," and stick an attitude that was Matysek's very pose to the most minute detail; and he could thus duplicate practically any and every pose he had ever seen pictured. He

told me that after his daily exercise, he would sometimes spend an hour studying and memorizing poses.

He afterwards sent me a set of a dozen or so pictures to demonstrate his ability in that line. All of them were frankly copies of poses originated by some of our best known physical culture teachers. Figure 2 is one of that group. If you collect catalogues, you will undoubtedly recognize the pose. Figure 3 is a slight variation but suggests a well known pose. Figures 9 to 12 are other samples of his ability to duplicate famous poses. Klein had no idea of claiming originality. All he wished was to see for himself how he showed up in these attractive poses. (Figures 2 and 3 and 9 to 12 were taken by Weaver of Cleveland.)

But to go back to our own day's work. The real test of the measure of an athlete's proportions and development is the way he appears when standing or sitting at ease. Klein is one of those supreme physical specimens whose body looks equally well whether he is at ease or under the stress of great muscular exertion.

Klein did flex his upper body muscles in Figure 4, but only lightly. You can again see the band of trapezius muscles on his left shoulder, and I think it must have been this picture (which was taken first) that gave Mr. Scott the idea for the pose he used in Figure 1. In Figure 4, Scott made Klein deliberately rotate his body so that the shoulders were almost at right angles with

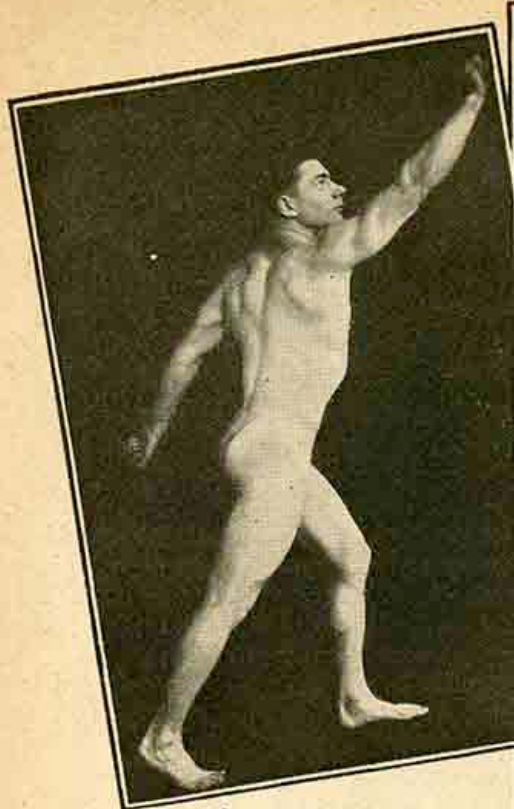


Figure 9

the hips; and that tends to accentuate the way Klein's body tapers from the arm-pits to the waist-line. That his body naturally tapers is proven by pose 5.

He never has to make any effort to display his abdominal muscles, for they always show up well. Mr. Scott found a fencing foil, and made him stand as in Figure 5; a pose in which not one muscle is strongly tensed. He is actually leaning a little backwards, and yet his abdominal muscles make more of a display than most athletes can manage by bending forward and concentrating on those muscles. This is not a muscle-pose, but more in the line of a "fancy picture." Yet every one to whom I have shown the original print has exclaimed, "Golly! what a well built young fellow."

The advantage of using Klein as a model is that he has not a weak or undeveloped spot in his whole make-up. Every muscle is developed to its natural limit, and he has enviable proportions. His normal chest is about ten inches larger than his hips, which is unusual for a man who is slightly below the average height. His upper arm (flexed) is just 20 per cent larger than his forearm, and just about as large as it should be in proportion to his chest girth. The comparative length of limbs and body, and the girth of the legs and hips are almost identical with the accepted standard of perfection. As a result, no matter how you pose him, you are bound to get a fairly good picture, because even if you are after an arm-pose you get something unusual on the side in the way the body muscles show up.

To illustrate, look at Figure 6. Klein suggested this one. His idea was to show his serratus muscles (the



Figure 12



Figure 11

ones over the ribs, which look like the edge of a saw). The usual way to display those muscles is to raise the arms, place the hands on the crown of the head, and flex the serratus muscles by bringing the elbows forward, but Klein does not have to resort to that position, as Figure 6 proves. Although the picture was taken for the sake of the serratus display, it turned out to be an excellent general pose, which shows at once his breadth of shoulder, his magnificent arms, his powerful legs, and his well-muscled torso. Speaking of "something unusual on the side" just look at the external oblique muscles at the sides of his waist. They show up as plainly as on any Greek statue.

Figure 6 looks dead easy to do, but Scott fussed over it for fifteen minutes before he was satisfied. Klein would sag a little on his right hip, and Scott would leave his camera, trot over and straighten him up. The picture shows a very slight bend of the body to the right, caused by relaxing the right hip. But I doubt whether you would have noticed it unless I had pointed it out.

The temperature that day was well over 90 degrees. Klein was full of "pep," but Scott was visibly affected by the heat, and I was in a very bad temper. (If you don't believe it, ask Klein.) Under the circumstances we did a fair job, but not one that fully satisfied any of us.

I suggested three poses, one of which was No. 7, an old, old favorite; but it does not do justice to Klein's build. He did not give a darn, because by that time I had gotten on his nerves. (Continued on page 74)



The DINNER TABLE

— Conducted by Jane Randolph

A Fruit Salad Is One of the Best Foods You Can Provide

West Virginia.

Dear Mrs. Randolph:

I am writing for a little advice on the following: can one combine fresh fruits with dried fruits to advantage?

Sincerely yours,

C. B.

THE nicest way I know of combining fresh and dried fruits is in the fruit salad. Now that the apple is ripe and in all its glory, it can be used as an economical foundation for any number of delicious salads to be served as the main part of a light meal or to appear as dessert at dinner. The family always regard it as a treat, and it may even be the distinctive feature of a company meal. What is more important, it is one of the very best foods you could provide.

Nearly every one knows how to make the regulation Waldorf salad of apples, celery, nuts and mayonnaise. But have you tried it with cabbage instead of the more expensive celery? And have you ever mixed with it a few dried fruits which are either cooked or uncooked and chopped? Prunes, apricots, pears, raisins, figs and currants, any or all of them together, are good. They also make delightful combinations with the more expensive fresh fruits, oranges, grapefruit, pineapple, peaches or ripe grapes.

Lettuce chopped with the fruit adds both bulk and flavor, and whole leaves on which to serve the salad are an improvement but not an essential feature.

Any of the bright red fruit jellies such as red apple, quince or currant dropped in little heaps about the size of a teaspoonful here and there over almost any fruit salad, make it look as though it were intended for a festive occasion and taste good in the bargain. Lighter jellies can be used to dress up the salads made with the darker dried fruits.

Perhaps you would like to have my recipe for dressing for fruit salad. It is quite worth the trouble of making because it is composed entirely of pure, useful food and makes a substantial addition to any meal. Don't be dismayed at the difficulty of getting the egg and oil to mix. You can do that without any trouble if you will just be careful to have all the utensils as well as all of the ingredients of the same temperature, cold is best, but not necessary. A cold egg will not mix with warm oil, nor will they, either cold or warm, mix in a bowl of

a different temperature. Then be careful to add the oil very gradually at first, more rapidly as it begins to thicken, and keep beating it all the time. Beat the mixture hard after each addition of oil. The whole process ought not to take more than fifteen minutes.

The best utensils to use are a deep round bowl that will hold about a pint and a half, and a rotary egg beater.

- 1 egg,
- 1 cup olive oil,
- 2 tablespoons lemon juice,
- 1 teaspoon salt,
- 2 teaspoons honey.

To mix, put the yolk of the egg in the bowl and beat it slightly. Then slowly at first, later more rapidly, add the oil until half has been used and the mixture has become a thick paste. Then thin it out with the lemon juice, beating it in. Now pour in the unbeaten white of the egg and beat the mixture hard. It will now be quite thin and may be again thickened up by adding the rest of the oil, mixing it more rapidly, this time beating the mixture constantly. The honey and salt will finish the dressing. Whipped cream beaten into it just before it is used makes a delicious change and adds to the food value.

But fat folks, beware, don't eat that. Any dressing, unless it is made with mineral oil, is too much for you. Take your salad plain.

Foods for a Growing Boy

Dear Mrs. Randolph:

What foods would you recommend for a boy seventeen years old, who is slightly under weight?

Yours truly,
W. V.

A boy of seventeen is probably busy growing tall and hasn't much time for growing broad. He is likely to have a larger appetite than any one else in the family because he needs more food; and the foods he needs are the carbohydrates and fats because these are the foods that store up energy and build adipose tissue or "fat," and they should be accompanied by abundant vitamins and mineral salts. Give him these in abundance and then give him a little time.

I have a boy of my own in just such a plight. His sister calls him "Hungry Randy" and the refrain of his life is "What can I have to eat?" This wolfish tendency

of my first born is sometimes trying I will admit for it keeps me everlastingly on the job producing the eats. But it is really a blessing in disguise. It helps me solve the problem of his proper nutrition, which is after all a simple matter. After he has consumed the average well balanced meal, I just fill him up on extra helpings of the carbohydrates and fats. When he passes his plate a second time—and sometimes it's a third time, I give baked potatoes, or rice and some green vegetable, and encourage him to put plenty of butter on them. And then I keep plenty of good home-made, whole wheat bread on hand and let him lay the butter on it thick—as thick as he will take it. I never restrain that boy in the matter of butter on the grounds of economy. Butter that is eaten by a thin person, or a growing boy or girl, is never "wasted" or expensive. I pay the price cheerfully and thank the food for no doctor's bills.

Other "extra helpings" must be included in the form of fruit. Any fruit will do provided there is plenty of it. I find apples most convenient. See that he gets at least a quart of milk every day.

Mr. and Mrs. Jack Spratt

Dear Mrs. Randolph:

Am interested in your department in *Strength Magazine* regarding diet. Would like your advice regarding the following: My husband works at hard manual labor, but is interested in exercising. He is considerably under weight while I am over weight. Could you please send menu for my husband which would increase his weight? Also what would be suitable for me to reduce?

Sincerely,
Virginia W.

This problem is a double headed monster in the form of a Jack Spratt and his wife combination. How can one woman cook a meal that will do for both? He eat the

fat and she eat the lean? No, that won't do, because there are certain foods that everybody ought to have in normal quantity, the proteins and mineral salts, and then there are certain foods that thin people ought to eat more of than heavier people, the fats and carbohydrates. So after all Mrs. Spratt's job is not so hard as it sounds. She can just cook regular, well balanced meals such as I recommended in the August issue of this magazine and then treat her husband exactly like that seventeen-year-old boy, give him extra helpings of carbohydrates and fats.

For herself, she must pass these things by more lightly, nibbling a little here and a little there, but never eating what she would call enough. She ought to take care that both she and her husband have an abundance of fresh fruit and green vegetables.

The Underweight Who Is Always Tired

Dear Mrs. Randolph:

For quite some time I have been reading the articles written by Mr. McCann. I also bought a copy of his book, "The Science of Eating," and for about three months I have been eating for supper the menus there suggested. My breakfast consists of a glass of milk; my lunch as a rule of an apple, two oranges, and a handful of assorted nuts or some green vegetable. I sleep about eight hours every night, windows wide open. I retire about ten P. M. but when I rise I feel more tired than when I went to bed. I walk every day not less than three miles and exercise some ten minutes daily. I do not smoke, chew, or drink liquors. I drink about ten glasses of water daily and my bowels move once every day. I have been examined and my lungs, kidneys, heart, etc., pronounced O. K. I am thirty-two years old, married, and five feet eleven inches tall. I weigh 152 pounds stripped, and am losing weight. I do not seem to have any strength at all, tire very easily, the least exertion exhausts me, and when time to retire comes round I simply fall like a log and do not wake until the next day.

I have no pains of any kind; neither do I suffer from headaches. BUT I have a large amount of gas from my bowels which produces acute pains a little above the waist line. Can you suggest the proper diet for removing this troublesome gas and for giving me strength?

Very truly yours,

J. D.

(Continued on page 92)



Photos by Wm. H. Trippe

The salad is not just added to the meal; it is one of its most important factors. With these few tools any housewife can quickly and easily prepare one which is both appetizing and inexpensive. There can be no excuse for omitting the salad because of extra trouble, nor for lack of variety because there are any number of salads from which she may choose. This particular dish is made of apples, shredded cabbage, cooked prunes, raisins, peanuts and English walnuts, and is dressed with mayonnaise and an extra teaspoonful of lemon juice.



Deferring Old Age

How hard would you work if you thought you could keep young at sixty, seventy or even eighty years?

By Lewis Edwin Theiss

PHYSICIANS say that a man is as old as his arteries; and probably there is no better way in which to estimate a person's age than to examine his blood-vessels. For old age is, in the final analysis, a matter of physical condition rather than of years. Longfellow tells us that we live in thoughts and feelings, not in figures on a dial. And we may just as truthfully say that we grow old only when the body wears out and not because the calendar shows we have lived so many moons. So palpable is this truth that it needs no argument to establish it. A mere statement is sufficient. Some men at sixty are older than some other men at eighty. Everybody admits that.

The point of inquiry, then, is not to determine when a man becomes old, but to discover, if possible, why one man becomes old so much sooner than another. Though I am not a physician, I will make free to say that, generally speaking, one man grows old quicker than another because he chooses to do so!

Perhaps it would be putting it a bit more exactly if we were to say that he chooses the easy ways of existence that lead to a shortened life. None of us is so ignorant that he does not know that certain practices lead inevitably to physical deterioration. We choose to follow those practices, not because we wish to shorten our lives, but because we do not have the moral courage not to follow them. It is so easy to pursue the primrose path of physical dalliance, so hard to tread the thorny way to heaven.

Now, I am not talking about the use of alcohol or tobacco, or other habit-forming drugs. They are so manifestly and patently life-shortening in their effects that they need no mention here. What I have in mind are other practices that we thoughtlessly follow, but that just as surely break us down as does the use of the poisons mentioned. And principal among these is the voluntary giving up of physical activity.

Perhaps all of us will deny that we give up our physical activity voluntarily. Just the same, we do give it up. This is a free country. The individual is absolutely untrammelled in his pursuits, so long as he harms no one else. So the practices we follow and the habits we cultivate are matters of voluntary choice. And the things we cease to do are just as voluntarily given up. If we want to remain physically active, we can. If we want to surrender our physical activity, we can do that too. And most of us do give it up. But I believe few persons have any realization of what it means to them when they thus become physically inert. Probably few persons ever conceive that by so doing they are shortening their lives.

The great difficulty with us all is that we do not plan our lives. We do not map out our courses. We simply drift. We follow the lines of least resistance. And by doing that physically as well as mentally, we become physical failures as well as failures in the more commonly accepted sense of the term.

I will venture this assertion: Nobody of normal mind and body ever really failed if he knew where he was going and had the courage to go there. That applies to matters physical as well as to matters material.

When a young man starts life it is his business as a creature endowed with reason, to plan that life: to try to determine where he wants to get and to try to discover means of getting there. Insurance, savings, home ownerships, investments, all are matters that come within the purview of his plans. So are getting married and establishing a family. All too few, alas, plan even these matters; and fewer still lay rational plans to promote physical well-being and defer old age.

Sometimes it seems to me cruel that we must die; that, just when we have secured a modest competence, reared a fine family, risen to a station of honor or preferment, we must leave it all. But the reason is obvious. It is not a vacuum that nature abhors; it is stagnation. And as things go in the world, we begin to stagnate before we are fairly grown.

In youth we move about. We are active physically and mentally. We are acquisitive. We play games. We get out in the open. But somehow when we put away our marriage certificate we stow our baseball bats and tennis racquets along with it. And thereby we bid farewell to youth, to physical well-being, to mental progress and to our prospects of longevity. It is just as though, up to this time, we had been plastic clay that now sets hard. The instant we stop growing we begin to stagnate. We become a hindrance to progress. And so nature must needs remove us and fill our places with material still plastic. The only defense that can be made for old age is for useful old age. That is the sort that doesn't stagnate. And the more we have of that, the better. Because it is from the usefully old that we get wisdom.

Now this is not to be interpreted as meaning that the only way a man can grow old gracefully is to become a professional ball player or any other sort of professional athlete. Such men as Weston and Dan O'Leary and Jim Hocking are useful to us because they show us what man is capable of being in his old age. What it is intended to convey here is the idea that in our scheme of life we should make a definite plan with regard to our physical being. We have it on good authority that,

when we become men we should put away childish things; but exercise is not one of those childish things. We must allow for it in our scheme of life just as truly as we provide for business hours.

In his story of *The Hidden Children* Robert W. Chambers has his hero say, "What I will, that I can be." What a magnificent belief! And it is true of the physical body as well as of the soul. Let us take as an example Theodore Roosevelt. We are all familiar with the fact that in youth he was a weakling, so delicate that he was hardly expected to pull through to manhood. How did he become the sturdy man of such tremendous force and vigor? Merely by willing to become so and taking the steps necessary to make his dream come true. He became a marvel of physical vigor, through exercise. He retained that vigor throughout his life by exercise. And that is the law of the universe.

If you do not believe it, turn your eyes away from men and look at the other animals. What do you find them doing? Working—always working. You remember that Captain John Smith made a rule for his colonists that he who would not work should not eat. That has always been the established rule of the animal kingdom. The difficulty is that we forget that we belong to the animal kingdom. It always seemed to me that God foresaw that we might forget, so he laid down the law for us in so many words. He first made it necessary for man as for the other animals, to get his living by work; and then he gave unto Adam the command: "In the sweat of thy face shalt thou eat bread."

Work is of course of two kinds, mental and physical. Most of us work mentally. Many of us refuse to work physically. And what happens? Well, for instance, there is a college president I know. He is still in the years that ought to be his prime. But he is retired and broken down. He did a wonderful work. He was a wonderful man. He built up a wonderful institution. But his work was all mental. He abused his body frightfully. He worked incredible hours at a stretch. He rode night after night in sleeping-cars and even automobiles, rush-

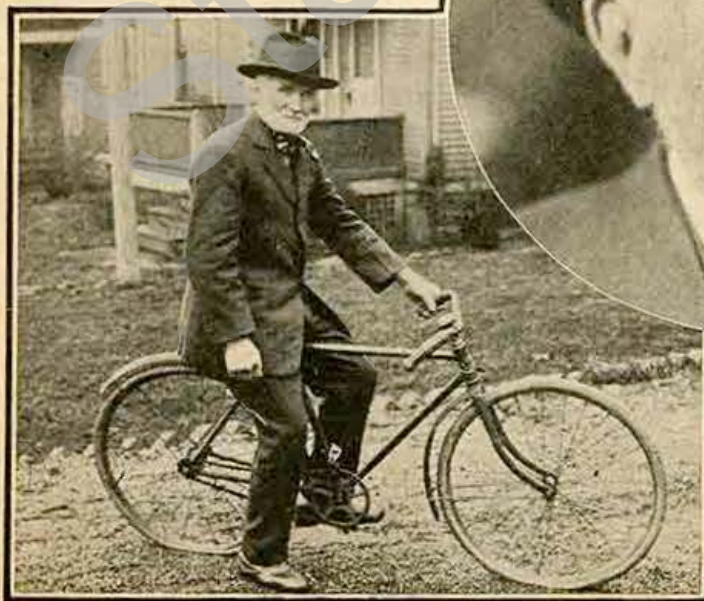
ing from one engagement to another. He never took any exercise. And suddenly something snapped. Nervous prostration and a mind sadly lessened in power were the results. And so he went into the discard, while hardly past middle life.

I know a college professor, many years older than this broken-down former president, who is a marvel of vigor both mentally and physically. He is head of a department and for years has carried more work than most of his subordinates. He is a clear-headed, constructive thinker. He is a man of force and influence in his institution. The chances are that he will remain so for years to come. How did he retain his force when most of his early associates have fallen by the way or are in retirement? By taking care of himself physically, and especially by refusing to give up his physical activity.

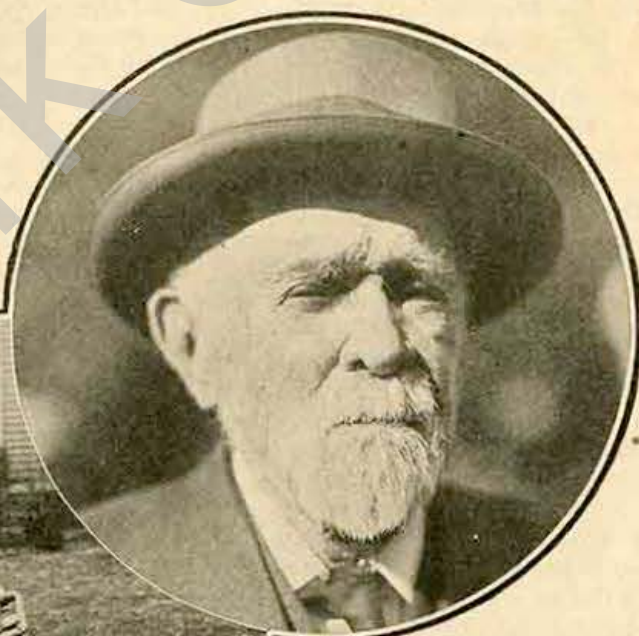
Up to the time he was sixty he had been able to defeat at tennis practically every tennis champion the college had produced. Then his racquet arm suddenly went bad. Merely to raise it caused him such pain as almost to make him faint. Did he stop playing tennis? Not a bit of it. He consulted his physician concerning the difficulty. "Muscular atrophy," said the doctor. "Keep using it and the muscle will recover."

How many men of sixty, do you think, would have continued to try to play a game like tennis when it gave them intense pain merely to lift a racquet? Not many. But this man did not want to give up his activity. So he kept on. And after some months his arm did recover and his muscles became as good as ever. He played tennis until he was seventy-five, though he gave up singles because he thought it wise not to play so hard a game at his age. But he can still play a good game of doubles.

Tennis, however, is only one of his means of exercising. Always he has believed in work. And always he has lived up to his beliefs by working. He tends his own furnace, carries out his own ashes, mows his own lawn, chops his own wood. And in summer vacations he goes to his farm and works hard all summer. He



Wide World



International

John R. Reese (at the left) who is 87 years old, recently rode from Dover to Youngstown (a distance of 100 miles) in a day.

Lewis Reed (right) a member of the New York University Class of '43, who claims to be the oldest college graduate in the world.

picks - cherries, works in the orchard, and is especially helpful in construction tasks. Two years ago he helped to build a fruit house. Last summer he helped to construct a reservoir for a new water system — and part of the work consisted in excavating the reservoir in solid rock, with picks and hand drills. He did his full share, just as he did in mixing and pounding the cement for the walls.

A few years ago it was necessary to have his house roof painted. The roof happens to be unusually steep and high. He secured a painter who agreed to do the work but only on condition that he have help. The old professor got a young man from the neighborhood to act as assistant. But the assistant was so scared after one try at the work that he came down and refused to go up again. The old professor went up himself. At first the painter was very solicitous about having him there. Pretty soon he was working harder than he had worked in years, to keep up with the professor. Between them they painted the roof in record time.

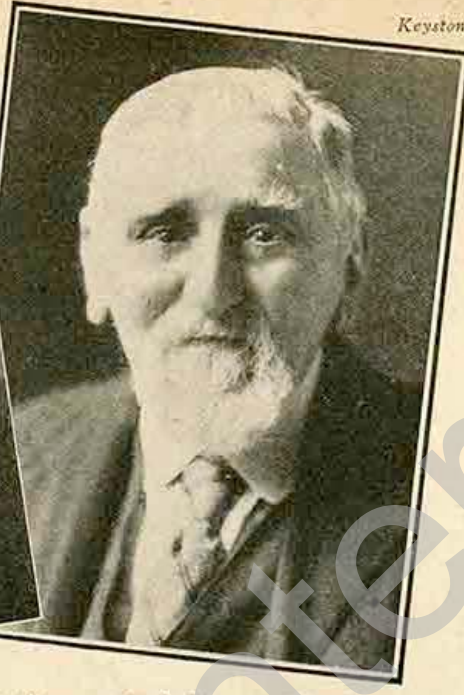
So he goes on from year to year, maintaining his vigor and energy and powers of mind—by work. But it was no mere chance that has led him along this course. He believes that physical work is essential to man's welfare, and so he has always worked.

If we are intelligent in our study of nature, we soon discover that nature does everything right; and as a corollary we learn that we cannot violate nature's laws with impunity. It would seem as though these things ought to be self-evident. The fact is that some of us are so blind we cannot see what is right before our eyes. We are perpetually upsetting the natural balance of things. For instance, in the days before the Revolution blackbirds were regarded as a pest, and some Colonial law-makers offered bounties on blackbirds. What happened? The next year the colonists had to import their hay from England. Blackbirds had been so generally destroyed that the grasshoppers were free to eat up the crops, including the grass. Like the locusts in Egypt, they stripped the land bare. Those farmers that wanted to kill off the blackbirds because the birds did some trifling damage to fruit crops, never even dreamed that nature put those birds in their fields for the express purpose of keeping down grasshoppers and other destructive insects.

International



Keystone



Brig. Gen. David Stuart Gordon of Washington, who is 92 years old, and John Wirth of Philadelphia, who celebrated his 84th birthday with a 30-mile hike.

Nature devised a system of keeping our fields fertile. She made the earth itself a vast storehouse of plant - foods, stocking it with potash, phosphorus, lime, etc. She made these plant - foods fit for plants to use by manuring them every year with fallen leaves, dead grasses, and the decay of other vegetation. And she worked these

manures into the soil with her frost plough, ploughing to the depth of two or even three feet.

But what did our farmers do? Liebig discovered how to replace lost plant-food by means of fertilizers, and the farmers forgot what nature had taught them. They ploughed shallow. They dumped their manure in the streams to get rid of it, burned their straw-stacks instead of letting them decay and spreading them on the soil, and attempted to keep up fertility by using commercial fertilizers alone *because it was easier*.

But it wasn't the natural way. They got crops for a while, but it took more and more fertilizer to produce equal results. And after a while it took so much fertilizer they couldn't afford to buy it, and the land itself would no longer raise even weeds. And so we have millions upon millions of acres in this country of abandoned, so-called "exhausted" soil. And we have an impoverished lot of farmers. Why? Because they didn't follow nature's plan.

Let some one more intelligent take these same soils and plough them deep and keep working manure into them, and in a few years they will "come back," rich and luxuriant. Why? For this reason. No soil can be productive if it is out of condition. A soil in condition is loose and loamy like the soil of the forest. It becomes that way through the incorporation of decaying matter. And when it becomes that way it will catch and hold the rainfall like a sponge, and roots can run through it easily and plant-food can dissolve so the plants can get it. You could make a brick of solid fertilizer but never a thing would grow in it. Yet break that brick up, mix it with manure, water it, and see what will happen to the seeds you put in it. They will grow like Jonah's gourd.

When we come to the physical life of man himself, we find again that nature has established definite laws for his well-being. But what do we do? We bolt the bran out of our wheat, and take all the other roughage out of our food, and the refined products we eat make us all constipated. We are

(Continued on page 92)

Mr. Benjamin Bellclair

"The Master Gymnast"

By P. H. Palinetti

EDITOR'S NOTE: Readers of STRENGTH will remember Mr. Paulinetti's great article about Lillian Leitzel which appeared in the issue of April 1923. When it comes to the question of stage-stunts, circus performances and general exhibition work, Mr. Paulinetti is the authority. For many years he was recognized as being the head of his profession and his performances have won him world-wide fame.

Several years ago he retired from active exhibition work and is now an honored member of the teaching staff of Herrmann's Gymnasium in Philadelphia. He is universally looked up to as the "Dean of Performers," and he commands the respect and admiration of all the members of the profession. Celebrated performers visiting Philadelphia can hardly wait to unpack their trunks before visiting Herrmann's so as to pay their respect to the famous "Paul." He is one of the most finished performers of all time and his knowledge of tumbling, gymnastics, hand-balancing, trapeze work and "show stuff" in general, renders him an unrivaled critic, coach and instructor.

"A PAST MASTER in the art of the higher class gymnastics and acrobatics," is the only description that can be given this great artist, Mr. Benjamin Bellclair of the Bellclair Brothers.

Nature certainly smiled upon this Adonis, for I have never seen mental and physical qualities work in such supreme harmony in any other human being.

First I shall give an outline of just how Mr. Benjamin Bellclair started what has been the most interesting career of any gymnast or acrobat the writer has been able to trace. At the age of sixteen Mr. Bellclair was attracted to Woods' Gymnasium at No. 6 East 28th Street, New York City, conducted by Mr. John Wood, a veteran gymnast. This gymnasium was the very top notch establishment of its kind in this Country at that

time, and there most all the great artists came to keep themselves in good condition for their theatrical and circus work.

It did not take this very observant youth long to see the inner workings of the higher professional art in gymnastics and acrobatics. In an incredibly short time he had not only mastered it himself, but had broken in another youth of about his own age, in a routine of the higher class of gymnastic and acrobatic display art.

All at once without the drudgery and disappointments usually gone through in the early professional struggles, the Bellclair Brothers' name appeared in bold type on the front of Hammerstein's Victoria Theatre at Forty-second Street and Broadway as the feature act. To say that they were a marvelous success, is treating the situation lightly, as it seldom happens, especially in



The Bellclair Brothers in Action

this class of presentation in the amusement world, that an artist is a sensation without first having gone through all the aggravating stages before landing at the top.

The mention of the Belclair's name so often on Broadway during their first two weeks at the Victoria Theatre aroused the curiosity of the writer to see who the Belclair Brothers were. The reader may imagine my surprise when I saw this young Hercules walk on the stage with another athlete who was so beautifully proportioned that the blending of the two was a perfect picture. When they stood in the center of the stage and bowed, many in the audience exclaimed "Beautiful" and they received a round of applause before they did a single feat. Seldom, if ever, does such a thing happen.

I would like to describe a few of their principal feats before explaining the method of training by which they accomplished them.

Their very first feat, although it had been performed numerous times by others, drew a big round of applause due to the masterly way in which it was executed. They stood close together facing the same way, Mr. Belleclair in front with arms stretched high over his head. The other man reaching up, grasped the outstretched hands, and looking toward the audience smiled as he pulled himself up to a hand-to-hand stand on the under man. His position was perfect.

In their second routine they stand face to face and with their arms crossed, grasp each others' hands, the under man's hands being turned upward. By a slight spring the top man is lifted up in front with his knees drawn up to his chest. While in this position the under man starts to turn around in a sort of rhythmic waltz movement, making two complete turns, at the finish of which the top man is straightened up to a hand-to-hand stand. Then he is lowered down until his shoulders are just above the knees of the under man, his body hanging in a vertical position upside-down. The top man lowers his body and legs away in front of the under man, holding himself rigid, while the under man lowers his body backward until their bodies are in a perfectly horizontal position with their arms drawn in close to their sides so as not to break the symmetry of the position. They resume a vertical position, the under man's head and the top man's feet both rising at the same time. From this, the under man lifts the top man with a pull, quickly changing his hand position to that of a pushing position, and drives the top man up to a straight hand-to-hand stand. Then the top man draws his knees in and drops to the floor between the under man's arms, and with a quick spring of the top man and a powerful push from the under man, the top man turns a high forward somersault out in front of the under man and alights upon his feet on the floor.

This entire routine was timed

with such an even rhythmic tempo that their audience seemed to absorb the spectacle with an intoxicating delight. It is unnecessary to mention the amount of applause bestowed upon them.

Their "Tour de force," as the French call the big feature with which they terminate their performance, is something entirely out of the ordinary and was originated by Mr. Benjamin Belleclair. To give the reader a clear idea of how this extraordinary and scientific display was accomplished I will mention the nature of their big feature feat before the present one was invented.

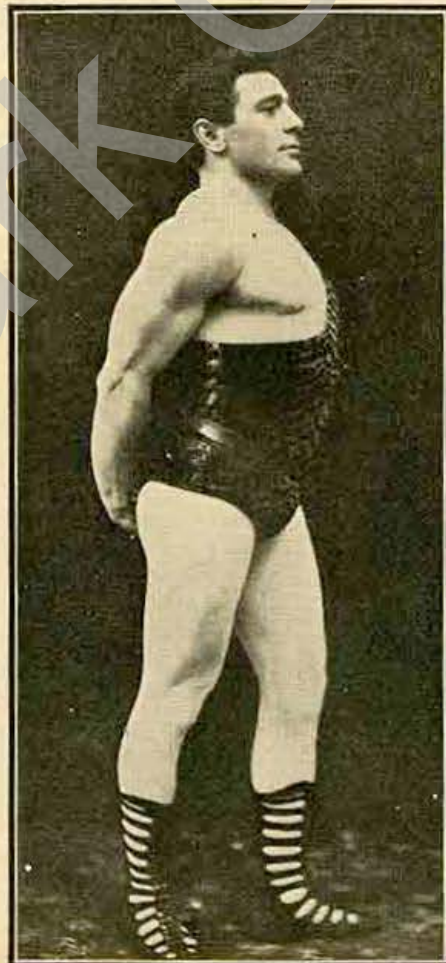
Mr. Benjamin Belleclair figured out a new method so that his partner could be thrown high in the air by artificial means, make a half turn while in flight and be caught in a hand-to-hand balance. The artificial means consisted of a strong wooden frame about six feet square with a row of metal hooks around the inside of the frame. To this was attached by means of pieces of strong rubber, a square canvas just large enough to fit into the frame when tightly stretched. This apparatus was supported by wooden legs fastened at the corners to the floor by wires which in turn were fastened to hooks in the flooring. Five feet from this platform there was a small pedestal about nine feet high. There the top man would stand. The under man would measure off six paces from the opposite side of the bounding platform to where the pedestal stood, making the distance about eighteen feet. He would then take his position with one foot back of the other, at the same time bending backward so he could see the top man in flight.

The top man would spring forward, drop to his feet on the bounding platform, and with a mighty leap would travel through the air in a half circle holding a diving position and would be caught in a hand-to-hand balance by the under man.

No person who has not had some actual experience in this line of work can realize what a tremendous shock this particular feat causes the under man to absorb. This was the only feat they performed in which there is the slightest sign of struggle. This is caused by the fact that the under man cannot move out of his tracks until the top man is caught by him. Besides the top man cannot make this leap the same way every time he performs. Some times he may be a little short and at others he may be a little over the distance. It is not difficult to imagine what this shock means when a person considers that one hundred and sixty-four pounds suddenly strike Belleclair's hands with the arms at full length above his head, in a very difficult position to catch any weight.

After this feat had been performed for a few years, it was copied by others in a very mediocre way. It was then that the fertile brain of Mr. Belleclair hit upon

(Continued on page 81)



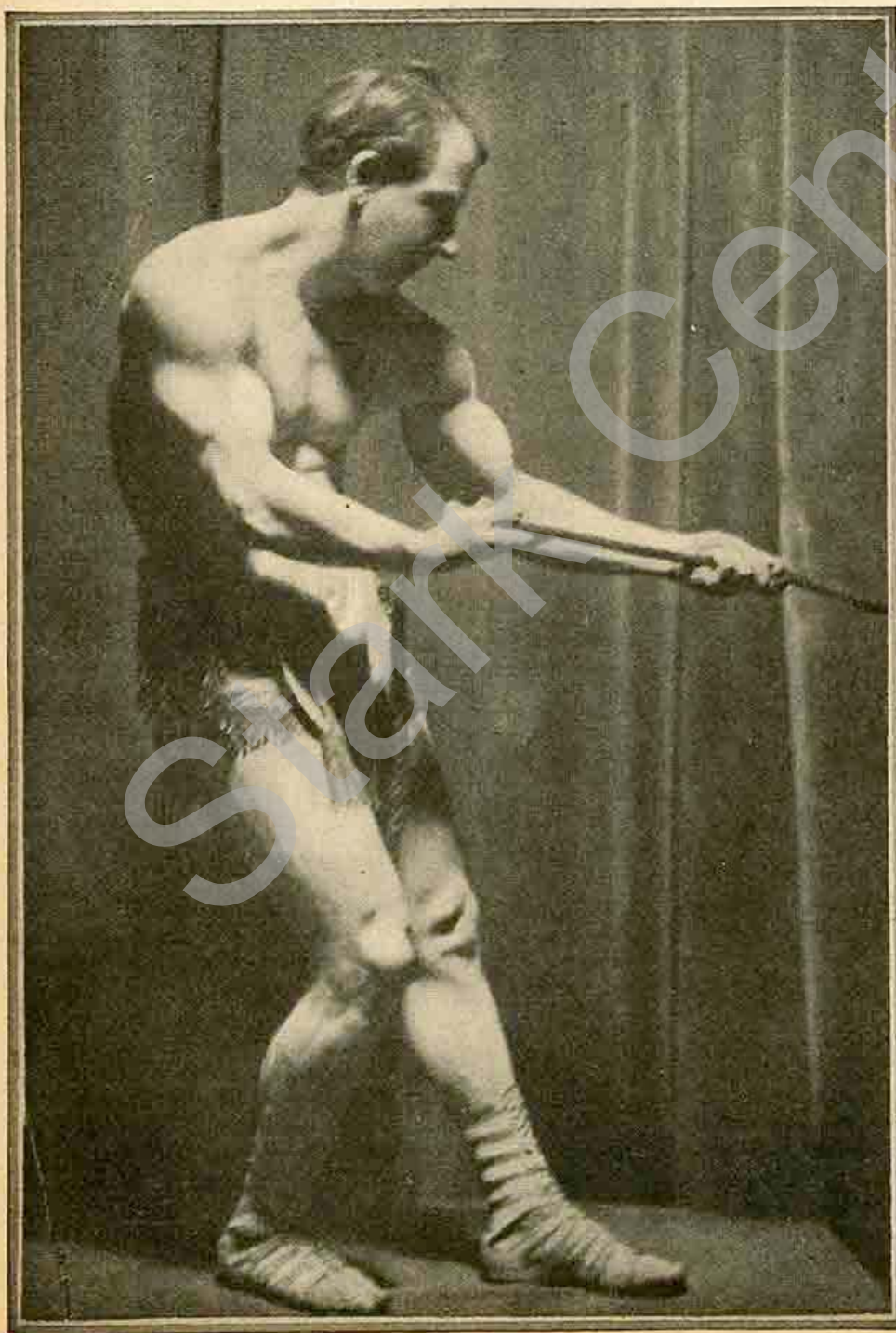
Benjamin Belleclair

Little But Mighty

LOUIS HART

Some Intimate Glimpses of the Famous English Strong Man and Versatile All-round Athlete

By Robert Gordon



An inconspicuous little man was asked to take the witness chair in court at Bridgeport, Connecticut, not so long ago. It was in conjunction with litigation over the estate of the late George Auger, a renowned circus giant of eight-feet-four and nearly four hundred pounds in weight.

The little man, who said his name was Louis Hart, was asked if he worked for Mr. Auger.

"No, he worked for me."

"What was the nature of this relationship?"

"I lifted him."

"What?"

"I lifted him in my act."

"Mr. Hart, what is your business?"

"I am a strong man."

"You're a *what*?"

"I'm a strong man."

All the court laughed.

"You say you are a strong man and that you lifted the deceased?"

"Yes. I threw him out of a window."

"What's that? But Mr. Auger was a giant, wasn't he?"

"Yes. He was the giant in my act, 'Jack and the Beanstalk,' in which I lifted and threw the giant out of the window."

At this point an unfriendly attorney became abusive, after the manner of small-time lawyers, and Mr. Hart protested to the judge that he had come to testify at a consider-

(Continued on page 70)

THE MAT

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

How Often Can You "Chin" Yourself?

A COUPLE of months ago I suggested that we conduct an investigation in order to find out what was the record for chinning the bar.

Since every one of you has, at some time or another, practiced that stunt, I expected to be overwhelmed with letters. As a matter of fact, I received exactly fourteen communications, of which only two mentioned records were remarkable enough to be quoted here. Twelve of the letter writers were boys between the ages of fifteen and nineteen, and the best record any of them claimed was thirty-five "chins;" the other records varied from twenty to thirty-two repetitions. Now, with all due respect to those particular correspondents of mine, it is nothing at all remarkable for a man of average weight (and all the young fellows were of average weight) to chin himself thirty-five successive times. That would be a good record for a 200 pound man, but as I explained in a former article, the lighter a man is, the easier it is for him to chin himself. Since none of this group of twelve weighed over 135 pounds I was disappointed in their records.

Within a week previous to writing this, I have examined the charts of at least two hundred beginners. Each states the number of times the applicant can "chin" himself and the average was about fourteen times. Mind you, that was for untrained men who had never devoted any time to practicing the stunt. Go to any Y. M. C. A. gym and you can find a dozen young chaps any one of whom can "chin" from twenty-five to thirty times in succession, which is creditable enough for an every-day performance, but would not be sufficient to win a place in an inter-gym-competition. You would be hardly likely to get even third place in competition with really good gymnasts unless you could make forty successive chins.

The other two letters interested me because they confirmed my opinion that the best chinning records would be made by men of light bodyweight.

One of these correspondents stated that after searching several record-books, he found the best performance to be seventy-six repetitions. That after several months' practice he had succeeded in chinning himself eighty-six times. (That happened before he read what I wrote in the August number of this magazine.) He further said he felt sure that with practice he could bring his record up to one hundred. He weighed 118 pounds. He wound up with those familiar words, "if you publish this letter, please do not use my name." I immediately wrote him that I never used a man's letter without permission, but that in this case the letter was valueless without his signature. I knew what would happen. As soon as such a letter appeared in this department I would continually be asked, "Who is this man who can chin eighty-six times? How do you know he can do it?" And I would be left in the embarrassing position of being unable to supply either name or data. So in my answer I suggested that he repeat his performance in some gymnasium and have it certified by the

Physical Instructor and one or two other witnesses. Please understand I have no reason to doubt this man's word. In fact, just the opposite. I believe he can do everything he claims, as his letter was written in a sincere and straight-forward style. I know that there are some of you who dislike and avoid publicity in any form, even the small measure that would come from publishing your name in this department. On the other hand, this is a sort of mutual-benefit affair where we are all trying to help each other with an interchange of information and opinions. Several readers have told me that they have made valuable acquaintanceships through writing to those whose letters appear in "The Mat." I told this particular correspondent that if he would allow me to publish later on, another letter and his record he would immediately hear from a number of experts and fellow-enthusiasts in his own line.

In my opinion, a man has just as much right to be proud of his record of eighty-six in chinning the bar as of running the hundred yards in ten seconds, or of clearing six feet four inches in the high-jump. Any one of the three is a performance away beyond the powers of the average man; so I hope that this member of the crowd will step into the limelight and allow the rest of us to give him the credit he deserves.

Here is the other letter:

Denver, Colorado.

Editor of "The Mat."

Dear Sir:

I saw your article entitled "Wanted—Records in Chinning the Bar," in the August issue of Strength and am sending you my chinning record herewith.

Straight chin 115 times
Opposite chin 40 times
With rings 65 times

I am greatly interested in physical development, and practice every day. If this is not sufficient proof to convince you, kindly suggest a way in which I can.

Yours truly,

Tom Lynch.

Mr. Lynch will doubtless be glad to demonstrate his ability to any "Strength" readers who live in Denver.

If he can repeat his performance in public his stunt will stand as the best record to date. But don't expect him to do all three styles in the same day.

My fear is that the above cases are so remarkable that they will discourage others from sending in their records. No real reason for that because a man's chinning record must always be gauged in connection with his bodily weight. If a 225 pound man wrote me that he could "chin" fifty times in succession, I would consider his record to be just as praiseworthy as the 115 times done by Mr. Lynch. What I want is information from which I can figure out a schedule of what should be done in this line by men of different weights. I will not use your names. Remember I am not trying to figure out *average* performances, but *best* performances. When you make your report state how much you weigh. Then, eventually, I can give you a set of records for men under 110 pounds, from 110 to 120 lbs., and so on up to the big fellows. (Continued on page 82)

This Terrible Truth

Vitally Concerns Your Future Health

The dreadful facts presented on this page are known to every doctor. You should know them also, so that you may protect yourself against the most treacherous enemy of the human race

WHEN sickness or disease assails your home and the doctor comes, what is the first question that he asks? "How are your bowels?" He asks it so regularly that you have come to look upon it almost as a formality to be expected. However, it is not a formality but a tremendously serious question which harsh experience has taught him to always ask because in nine cases out of ten where sickness is present it is due to constipation, that state of bowel inactivity which is sooner or later directly responsible for nearly all the diseases that afflict the human flesh.

One Famous Doctor's Experience

Less than 10% of the cases examined by Dr. H. T. Turner, eminent specialist, were found to be free from the insidious ravages of constipation. Like a thief in the dark it attacks its victims, robbing them of brain energy, physical strength, and the vitality of life itself.

If you could only recognize this menace in time; if you could only see the terrible results of its neglect—but read this experience of Doctor Turner's. It is not at all an exceptional case, but, as he himself says, **"Out of two hundred and eighty-four cases (representing nearly all the diseases known to our climate) two hundred and fifty-six were more or less as this one described."**

"I opened the colon (in post mortem examination) throughout the entire length of five feet and found it filled with fecal matter, encrusted on its walls and into the folds of the colon; in many places as dry and hard as slate, and so completely obstructing the passage of the bowels as to throw the patient into violent colic (as his friends stated) sometimes as often as twice a month for years, and that powerful doses of physic were his only relief."

This condition, Doctor Turner further states, was the cause of hemorrhoids or piles of years' standing.

... and still this man had no trouble in getting his life insured by one of the best companies in America, and was considered a strong and healthy man by his family and neighbors."

This man and many others, says Doctor Turner, had regular evacuations of the bowels each day. How could they know the deplorable condition of the intestines—the condition that caused the doctor to say:

"As I stood there looking at the colon, that reservoir of death, I expressed myself, as my patients do daily, in wonder that anyone can live a week, much less for years—with this cesspool of death and contagion always within him. The absorption of this deadly poison back into the circulation can but cause all the contagious diseases."

Laxatives Aggravate and Irritate but do not cure

It is useless to attempt to remove this encrusted matter with physics,

Is It Any Wonder?

that men and women die of premature old age, apoplexy, paralysis, dropsy, consumption, dyspepsia, so-called liver complaint, biliary derangement, Bright's disease, or any other kidney trouble? Catarrh, epilepsy, rectal disease, syphilis, rheumatism, female diseases of all kinds and names, spinal irritation, peritonitis, all kinds of skin diseases and impurity of the blood, cancers, and lastly, all kinds of fevers of a malarial or contagious nature,—nearly all have their origin in the colon.

says the doctor. Laxatives only empty the small intestines, giving temporary room to the overloaded stomach. *The colon is left with its deadly accumulation.*

There is no man or woman who can read these terrible facts without asking himself or herself, "What am I doing to protect myself?"

What answer can you give to the question? You have seen that physics only aggravate the trouble. What then? Can you afford to let yourself slip knowingly into the conditions so graphically described by Doctor Turner?

How you can protect yourself

In speaking of the intestines, Bernarr Macfadden, the great Physical Culturist and health expert, said, "The bowels are sewage pipes of the human body." No better definition of their function could be made. Your bowels are as truly the sewage system of your body as the maze of

pipes and masonry beneath the streets are the sewage system of a city. When the sewage system of a city clogs, no substitute has been or ever will be found for a copious flushing out with nature's cleanser but water. And for the human sewage system the same holds true—water and only water, properly applied, will cleanse your colon and remove the prospect of an otherwise cureless disease.

It is the Internal Bath, properly administered, that removes easily and painlessly the impurities in the colon. And it is the Internal Bath, properly administered, that will KEEP the colon sweet and clean through the length of your life.

Properly administered, we have said. Unless properly administered the Internal Bath may do more harm than good. There is ONE way of applying the treatment with absolute safety. That ONE way makes use of Nature aided to her greatest efficiency by the latest scientific methods.

The complete story of the Internal Bath, together with a detailed description of its CORRECT application, is available in the form of an interesting booklet, "Internal Bathing," obtainable at Tyrrell's Hygienic Institute, 152 West 65th Street, New York, N. Y., Dept. 119.

You will be amazed at the revelations it makes, at the facts it discloses, at the secrets it bares. But what is more important, you will be thankful that you learned in time the information to save you from ill health and sorrow and to gain you good health and happiness.

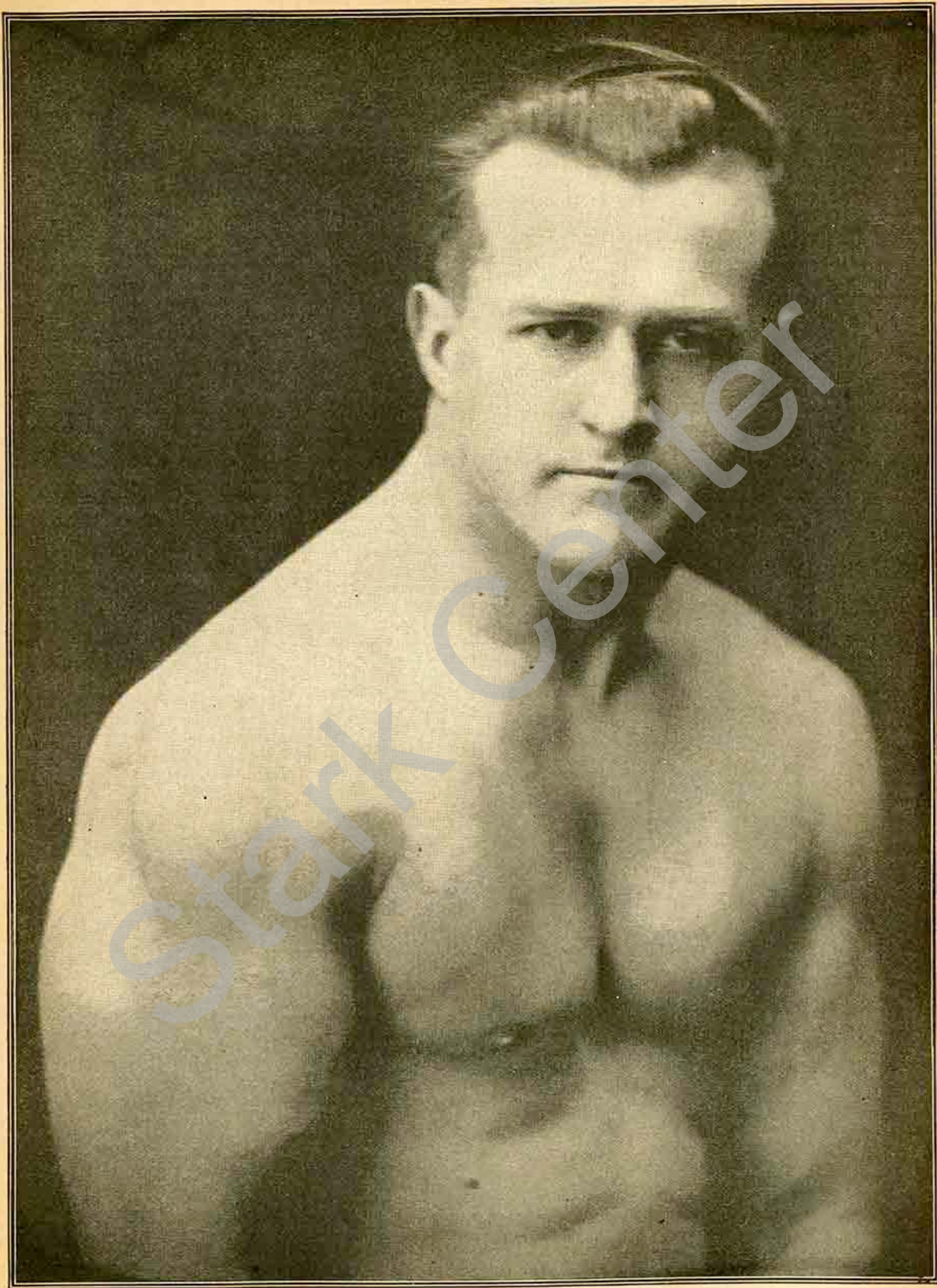
This vital booklet will cost you nothing. There is no obligation of any kind entailed. We are glad to furnish it absolutely free. Send in the coupon today.

USE THIS COUPON TODAY

TYRRELL'S HYGIENIC INSTITUTE,
152 West 65th Street, (Dept. 119)
New York, N. Y.

I will appreciate your sending me immediately your interesting free book, "Internal Bathing." This is to obligate me in no way.

Name.....
Address.....
City..... State.....



EARLE E. LIEDERMAN
The Muscle Builder

If You Were DYING TO-NIGHT

and I offered you something that would give you ten years more to live, would you take it? You'd grab it. Well, fellows, I've got it, but don't wait till you're dying or it won't do you a bit of good. It will then be too late. Right now is the time. Tomorrow or any day, some disease will get you, and if you have not equipped yourself to fight it off you're gone. I don't claim to cure disease. I am not a medical doctor, but I'll put you in such condition that the doctor will starve to death waiting for you to take sick. Can you imagine a mosquito trying to bite a brick wall? A fine chance.

A Rebuilt Man

I like to get the weak ones. I delight in getting hold of a man who has been turned down as hopeless by others. It's easy enough to finish a task that's more than half done. But give me the weak, sickly chap and watch him grow stronger. That's what I like. It's fun to me because I know I can do it and I like to give the other fellow the laugh. I don't just give you a veneer of muscle that looks good to others. I work on you both inside and out. I not only put big, massive arms and legs on you, but I build up those inner muscles that surround your vital organs. The kind that give you real pep and energy, the kind that fire you with ambition and the courage to tackle anything set before you.

All I Ask Is Ninety Days

Who says it takes years to get in shape? Show me the man who makes any such claims and I'll make him eat his words. I'll put one full inch on your arm in just 30 days. Yes, and two full inches on your chest in the same length of time. Meanwhile, I'm putting life and pep into your old backbone. And from then on, just watch 'em grow. At the end of thirty days you won't know yourself. Your whole body will take on an entirely different appearance. But you've only started. Now comes the real work. I've only built my foundation. I want just 60 days more (90 in all) and you'll make those friends of yours who think they're strong look like something the cat dragged in.

A Real Man

When I'm through with you, you're a real man. The kind that can prove it. You will be able to do things that you had thought impossible. And the beauty of it is you keep on going. Your deep full chest breathes in rich pure air, stimulating your blood and making you just bubble over with vim and vitality. Your huge square shoulders and your massive muscular arms have that craving for the exercise of a regular he man. You have the flash to your eye and the pep to your step that will make you admired and sought after in both the business and social world.

This is no idle prattle, fellows. If you doubt me, make me prove it. Go ahead. I like it. I have already done this for thousands of others and my records are unchallenged. What I have done for them, I will do for you. Come, then, for time flies and every day counts. Let this very day be the beginning of new life to you.

Send For My New
64 Page Book -

"Muscular Development"

IT IS FREE

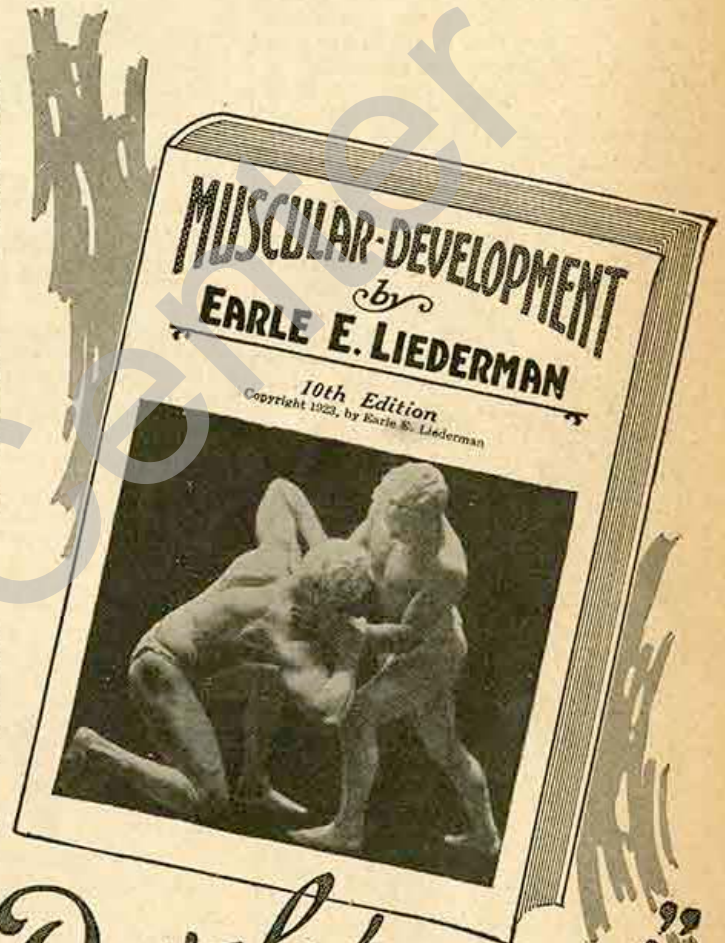
It contains forty-three full page photographs of myself and some of the many prize-winning pupils I have trained. Many of these are leaders in their business professions today. I have not only given them a body to be proud of, but made them better doctors, lawyers, merchants, etc. Some of these came to me as pitiful weaklings, imploring me to help them. Look them over now and you will marvel at their present physiques. I want you to have this book with my compliments—**absolutely free**. Fill out and mail the coupon or send me a postal today—before you forget it.

EARLE E. LIEDERMAN

Dept. 710

305 Broadway

New York City



| | | |
|--|---------------------------------|--|
| It Is F R E E | DONT | EARLE E. LIEDERMAN |
| | SEND ONE | Dept. 710, 305 Broadway, New York City |
| | PENNY | Dear Sir: Please send me absolutely free and without any obligation on my part whatever, a copy of your latest book, "Muscular Development." |
| | YOUR | Name..... |
| | NAME AND | Address..... |
| | ADDRESS | Street..... |
| | ON A | City..... State..... |
| POSTAL | (Please write or print plainly) | |
| WILL DO | | |

Little but Mighty Louis Hart

(Continued from page 65)

able sacrifice in the way of loss of work. "But you are not working now," said the judge.

"Yes," returned Mr. Hart, "I am extremely busy. My profession is painting miniature portraits."

"What, you say you paint miniature portraits and also that you are a strong man and lifted this giant?"

"Exactly."

This little scene in court just happens to illustrate the quality of versatility of Mr. Louis Hart. Incidentally, the reason that you have not a chance to see Hart's new version of "Jack and the Beanstalk," in which rôle Jack finally threw the giant out of his own window, is because the giant, George Auger, died on him before he got well started. Not, however, before Mr. Hart had spent ten thousand dollars on the act, constructing gigantic furniture, among other things, for proper scenic effect.

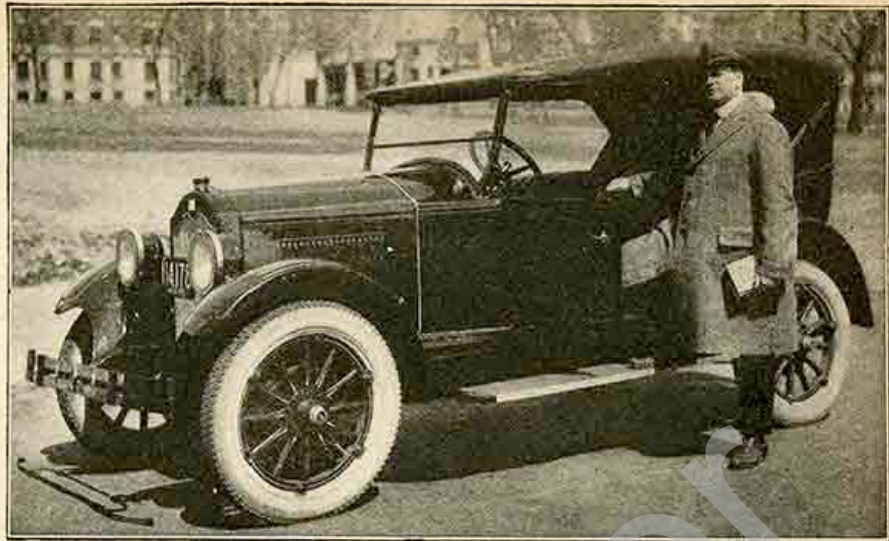
As Mr. Wiggam said in his recent article on "Making the Most of Your Heredity," nature gives to some persons one talent; to some persons she gives two talents; and on a favored few she bestows a whole bunch of talents. Some occasional persons are so competent and so versatile that they seem capable of doing almost anything.

Louis Hart, who is extremely well known not only in England but throughout Europe, and who in Great Britain was called "the Mighty Atom," and also billed as "the strong man who gets the salary of a cabinet minister," is not primarily a strong man but an all-round athlete. He was years ago a renowned bicycle rider and contended successfully against world champions. Just by way of variety he is also a splendid classical dancer, having won success on the stage in this capacity. At one time he specialized in long distance running, having the size and physique easily suited to success in that field. On the other hand, he was also a successful sprinter, having the quality of tremendous power and unusual predominance of muscular development in proportion to his relatively light framework of bones. His father was an artist, and since his disappointment in the death of Auger, which put an end to his "Jack and the Beanstalk" act, Mr. Hart has been following his profession as a miniature painter, at which he earns large prices. There are many other things at which he shines.

It is as a professional strong man, however, that Mr. Hart is widely known. He was a pupil of Eugene Sandow, and was brought to America in 1914 just before the war by the head of the Orpheum Circuit. He played the American big time vaudeville theatres with an act called "As in a Dream," in which he did a variety of extraordinary lifting and supporting feats. During the war, however, Mr. Hart returned to Europe to participate in that memorable conflict, serving in the English army until severely injured.

From the standpoint of physical development, Louis Hart presents a stimulating

(Continued on page 78)



I Made \$945 in One Month

If YOU Aren't Satisfied With Your Present Earnings
Read How R. A. Prentiss Made \$945 in One Month

"If anyone had tried to tell me a year ago that today I would be my own boss, own a flourishing business, drive my own automobile—and that I could make \$945 in a single month—I would have laughed at them. Yet all of those things have come to me in a brief span of fifteen months. And what I have done, you can duplicate.

A Wage Earner For Fifteen Years

"My name is R. A. Prentiss. I live in a small New England town where I was reared. My first job was that of a ticket taker. Next I became a conductor. Then I got a job in a retail shoe store. After several years of working for someone else I decided to work for myself and opened a small shoe store. But high rents, keen competition, heavy overhead soon ate up my meager capital and I failed. I went back into a factory, back to long hours and a small weekly pay envelope. After fifteen years of hard work I was discouraged and without a future.

I Answered An Unusual Advertisement

"One night my uncle handed me an advertisement he had cut from a magazine. It stated that I could own a business of my own without investing a penny, be my own boss—and that, without any experience or training, I could make from \$100 to \$200 a week. It told of other men, just like me, who were making that much and more. I couldn't believe that it was possible for me to make \$100 a week but the advertiser offered to prove his statements. I was desperate so I mailed the coupon for the facts. And that simple step changed my whole life.

Then Success— \$945 In One Month

"In a few days the information came. The proposition looked good. I decided to give it a trial in my spare time. The first month I made \$254. Another month I cleared \$262. I knew I had the proposition I had wanted all my life. I quit my job and devoted all of my time to this work. My income grew bigger and bigger until one month I made \$945.

Easy Work—Big Profits

"I am the local representative for The Comer Manufacturing Company, one of the largest manufacturers of high-grade top-coats and

raincoats in the country. The coats are wonderful values. They are made from the finest fabrics and are tailored into up-to-the-minute styles. They are cold-proof and wind-proof as well as water-proof. And because they are such big values people order them on sight. I just take orders. I don't have to collect or deliver, the company does that. I get my profits the minute I take an order. And for doing this easy, pleasant work I have made as much as \$945 in a month.

My Future Was Never So Bright

"Just recently the Comer Manufacturing Company gave me a Buick Touring Car as a bonus up and above my large earnings. I'm my own boss now. I own my own business. I don't have to worry about money because every minute of my time puts money in my pocket. I'm fixed for life. And everything I have I owe to the time when I answered that advertisement. If I hadn't done that I would still be a dissatisfied wage earner."

You Have The Same Chance

If you would like to have a business of your own, without investing a penny; if you would like to have a chance to get a Buick, if you would like to have a chance to make \$200 a week—then mail the coupon. I will send you full particulars of the proposition that has enabled R. A. Prentiss to become a successful business man, with an income that makes him financially independent. Mail the coupon at once and I will send this information, without cost or obligation.

C. E. COMER, The Comer Mfg. Co.
Dept. 43-PB Dayton, Ohio

MAIL THIS NOW!

THE COMER MANUFACTURING CO.
Dept. 43-PB, Dayton, Ohio

Gentlemen: Please send me full particulars of the proposition that has enabled R. A. Prentiss to make \$945 in a single month and get a Buick Touring Car. This does not obligate me in any way.

Name.....

Address.....



30 Days Ago They Laughed at Me

I never would have believed that anyone could become popular overnight. And yet—here's what happened

ONE evening, about a month ago, I went to a dance. Just a jolly, informal sort of dance where everyone knew almost everyone else. I wouldn't have gone to a really big or important dance, because I—well, I wasn't sure of myself.

There was a young woman at this dance I had long wanted to meet. Someone introduced us, and before I knew it I was dancing with her. That is, I was *trying* to dance with her. She was an exquisite dancer, graceful, poised, at ease. Her steps were in perfect harmony with the music.

But I, clumsy boor that I was, found myself following her instead of leading. And I couldn't follow! That was the sad part of it. I stumbled through the steps. I trod on her toes. I tried desperately to keep in time with the music. You cannot imagine how uncomfortable I was, how conspicuous I felt.

Suddenly I realized that we were practically the only couple on the floor. The boys had gathered in a little group and were laughing. I knew, in an instant, that they were laughing at me. I glanced at my partner, and saw that she, too, was smiling. She had entered into the fun. Fun! At my expense!

I felt myself blushing furiously and I hated myself for it. Very well. Let them laugh. Some day I would show them. Some day I would laugh at them as they had laughed at me.

All the way home I told myself over and over again that I would become a perfect dancer, that I would amaze and astonish them. But how? I couldn't go to a dancing school because of the time and expense. I

certainly couldn't afford a dancing instructor. What could I do?

By morning I had forgotten my anger and humiliation and with them the desire to become a perfect dancer. But three weeks later I received another invitation. It was from Jack. He wanted me to come to a small dance at his home, a dance to which, I knew, the same people would come. I wouldn't go, of course. I wouldn't give them the chance to laugh at me again.

But that night Jack called. "Coming to the dance?" he asked. "No!" I retorted.

He grinned, and I knew why. It infuriated me. A daring plan flashed through my mind. Yes, I *would* come. I would show them this time that they couldn't laugh at me.

"I've changed my mind," I said to Jack. "I'll be there." Jack grinned again—and was gone.

Popular Overnight!

I ran upstairs and found the magazine I had been reading the night before. One clip of the shears, a few words quickly written, a trip to the corner mailbox—and the first part of my plan was carried out. I had sent for Arthur Murray's free dancing lessons.

Somehow I didn't believe that dancing could be learned by mail. But there was nothing to risk—and think of the joy of being able to astound them all at the dance.

The free lessons arrived just the night before the dance. I was amazed at the ease with which I mastered a fascinating new fox-trot step. I learned how to lead, how to have ease and confidence while dancing, how to follow if my partner leads, how to dance in harmony with the music. It was fun to follow the simple diagrams and instructions. I gained a wonderful new ease and poise. I could hardly wait for Jack's dance.

The following evening I asked the best dancer in the room to dance with me. She hesitated a moment, then rose—smiling. I knew why she smiled. I knew why Jack and the other boys

gathered in a little group. Good! Here was my chance.

It was a fox-trot. I led my partner gracefully around the room, interpreting the dance like a professional, keeping perfect harmony with the music. I saw that she was astonished. I saw that we were the only couple on the floor and that everyone was watching us. I was at ease, thoroughly enjoying myself. When the music stopped there was applause!

It was a triumph. I could see how amazed everyone was. Jack and the boys actually envied me—and only 30 days ago they had laughed at me. No one will ever laugh at my dancing again. I became popular overnight!

You, too, can quickly learn dancing at home, without music and without a partner. More than 200,000 men and women have become accomplished dancers through Arthur Murray's remarkable new method.

Send today for the five free lessons. They will tell you more than anything we could possibly say. These five lessons which tell you the secret of leading, how to follow successfully, how to gain confidence, how to fox-trot and how to waltz—these complete five lessons are yours to keep, without obligation. Arthur Murray wants you to send for them at once, today—so that you can see for yourself how quickly and easily dancing can be mastered at home.

Clip and mail this coupon NOW. Please include 25c to cover the cost of handling, mailing, and printing. Arthur Murray, Studio 288, 290 Broadway, New York.

Arthur Murray, Studio 288
290 Broadway, New York

To prove that I can learn to dance at home in one evening, you may send me the FIVE FREE lessons by Arthur Murray. I enclose 25c to pay for the postage, printing, etc. This does not obligate me in any way.

Name.....

Address.....

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

Rheumatism—Its Cause and Cure

(Continued from page 26)

having an orthopedist fit a pair of "arch supporters," relieving the pressure and "pinch" of the very numerous and obstreperous nerves in the feet. We would emphasize here the importance of having an expert fit these arches, as the stock supports are usually as obnoxious and inutile as the stock spectacles, in which ill-advised and literally short-sighted patients with refractive troubles invest.

Then we have the rheumatism of fatigue, complained of by typists, clerks, musicians, engineers and others whose occupations force them to use one set of muscles to an excessive degree. This is really nothing more or less than a "muscle-tire," called euphoniously "occupation neurosis." The cure for it is simply to give up the occupation for a time.

Another form of rheumatism and a very prevalent one, is a "cold"—or perhaps we should more accurately say that the thing that causes a cold is equally efficacious in "settling" that "cold" in the joints.

And this brings us to the "uric acid theory," discredited by many, but a very real, substantial fact nevertheless. The ingredients of this particular form of rheumatism are an excess of uric acid in the system and then a chill on some particularly exposed area of the body. This throws the uric acid out of solution—circulation, and deposits it in the form of minute crystals in the tissues or joints. The actuating, or beginning, cause of this condition is mal-metabolism—the insufficient conversion of food products into nutritive pabulum and the retention of toxic material in the system.

If anyone with an excess of acid, does not believe that rheumatism is dependent upon this, all he has to do to convince himself of the truth of it, is to eat three or four nice, hearty meals "hand running"—thick, juicy steaks preferred—and wash them down with copious quantities of strong tea or coffee, or else some alcoholic beverage if really quick results are desired. If he has any tendency toward rheumatism, this diet is admirably calculated to help it; that is to help it manifest.

If, however, he is sincerely desirous of ridding himself of this obstinate and painful form of rheumatism, it will be necessary to eliminate from his diet all elements that go to form uric acid—sugars, as much starch as possible (starch is converted into a form of sugar before being utilized), and all foods that tax the digestion. Taboo fried meats, "rich" dishes, especially those which contain a large amount of purin-forming material such as beans, cheese, etc. Favor a light diet of whole wheat products, whole brown rice, eggs, and those foods that are rich in lime, potash and the alkaline salts and almost all fruits that are not too acid in their nature. Eat liberally of green vegetables, preferably those which grow above the ground—cauliflower, cabbage, lettuce, spinach, celery and onions. Most nuts, excepting peanuts, are acceptable.

I have seen many crippling cases of rheumatism cured by an exclusive milk and

orange diet, persisted in for a period of a month or more. From three to five quarts of milk daily, together with the juice or better still, the juice and pulp of a half dozen oranges, will frequently afford most gratifying results.

The "raw vegetable juices," first advocated by Alfred McCann, and used with such excellent results in treating the acid-stricken crew of the Kronprinz Wilhelm during the late war, is also an amazingly beneficial measure in overcoming all forms of acidity.

Elimination is of greatest importance in rheumatism. Flush the system with ample quantities of pure, soft water and keep all the organs of elimination, especially the pores of the skin, very active. Alkaline salts, having a solvent effect upon uric acid, will be found beneficial. These do not include lithia which has little or no acid solvent powers.

In connection with this subject of uric acid, it is interesting to note that the reason we "feel it in our bones" when there is to be a drastic change for the worse in the weather, is because the toxin and acid-irritated nerves are more sensitive to temperature changes than sound, healthy ones. Some folk are quite proud of their abilities in weather forecasting; but in most of us it is a gift that we would gladly exchange for a yellow dog. For we could get rid of the dog much more easily than we can the biological barometer in our rheumatic joints.

Gout is another of the many forms of rheumatism, except in name. In this condition certain waste products, chiefly uric acid and sodium urate, are not being excreted in normal quantities because they are manufactured faster than they can be gotten rid of. Curiously enough, low living is as responsible for gout as high living; a little more so, if anything.

It is a distinct loss of caste to the "three-bottle man" with the thick neck and the apoplectic face to have to admit that his favorite disease has been usurped by those at the opposite end of the dietetic and social scale; but such is the fact. There are the same nodes (protuberances) on the joints, the same thickening and stiffening, the same acute pain and, unkindest cut of all, they are relieved by the very things that caused his attack; for a "full" diet with plenty of red meat and material calculated to make blood, will arrest the condition in the underfed and emaciated victim of tea and toast. Another form of gout attacks neurasthenics and produces almost the same clinical symptoms as with the overfed and the underfed.

There is yet another cause for rheumatism which is only now beginning to gain recognition. This consists of some disturbance in the function of the so-called ductless or Endocrine glands—particularly the thyroid and the adrenals.

With a lowered functioning power of the thyroid gland there is a greatly lessened amount of our secretion of the thyroid, thyroxin, thrown into the system. This results in a lowered oxidation, or burning

up of the waste products of the body, and in an accumulation of these products in the system.

When the adrenals—the little glands perched on top of the kidneys—fail to elaborate and throw into the circulation a sufficient amount of adrenalin, there is a decided lowering in the general "tone" of the body. "Metabolism"—the conversion of food into cell structure and energy units—is disturbed. The result is failure properly to eliminate body wastes—rheumatism.

I have seen some perfectly marvelous results in this class of cases produced by radiation of the thyroid and the adrenal glands. I remember one case treated recently by Dr. Herman H. Rubin, of New York, which was nothing short of a medical miracle.

This was the case of an actor, Gaston Bell, residing at 4 West 28th Street, New York City. Mr. Bell was almost a hopeless cripple, suffering from a torturing arthritis deformans of several years' standing. He had spent thousands of dollars in trying out almost every known form of treatment for this harassing and crippling ailment—but only to grow progressively worse.

Dr. Rubin, a specialist in gland treatment, recognized in this patient indications of definite thyroid and adrenal deficiency. Applying a radiating device which he had perfected for this purpose, Dr. Rubin was able, after two months' treatment to relieve every active symptom of the disorder and to restore a very fair amount of motion in the stiffened joints.

It is evident that in this particular case there must have been a definite decalcification—or breaking up of the lime deposits—by the ionizing influence of the radium and radioactive rays.

So now we have the chief causes of what we know as rheumatism. There are about forty others—including the pains from hidden tumors, old injuries, fatty masses, boils beneath the true skin, muscle cramps due to exposure, contusions, torn ligaments, "growing pains," sprains and other injuries, lead poisoning, locomotor ataxia, abdominal prolapsus, and almost anything else that hurts, for which we have no more accurate classification.

Rheumatism is, was, has been, and possibly always will be, a convenient dumping ground for medical ignorance. It says more and means less than any other word in the English language.

If people would learn the meaning of the common terms "rheumatism, headaches, colds," etc., there would not be so much necessity for the numerous drugs yearly consumed in this country. Instead of tracing an ailment to its source, the common tendency is to "dose" oneself with patent medicines.

Sometimes the trouble vanishes, but more often it "comes back" until it has become a chronic ailment, at which time we consult a specialist. Then it takes all the skill that can be brought to bear, and months, even years, before the condition is corrected.



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the same man after taking SPINE-MOTION just 5 weeks!

Feel like a New Man in Two Minutes

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HOBART BRADSTREET
65 YEARS YOUNG

meant 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.

Why You Must Keep Your Spine "ELONGATED"



How bones close in on the delicate nerves when the spine "settles," striveling the nerves and draining vitality.



How "elongating" the spine keeps the bones apart and the nerves full and free to perform their functions.

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 ageing 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., *Scanton, 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. D., *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 liking 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." F. 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 60C4

630 So. Wabash Ave., Chicago, Illinois

HOBART BRADSTREET, Suite 60C4
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.

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Address.....

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There is such an urgent demand for practical, trained Draftsmen that I am making this special offer to deserving, ambitious men. I will teach you to become a Draftsman and Designer until you are drawing a salary of \$250.00 a month. You need not pay me for my personal instruction or for the complete set of instruments. But you must take advantage of this special offer at once.

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That's the kind of money my drafting students make. Read what this one says:



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(Name and address upon request)

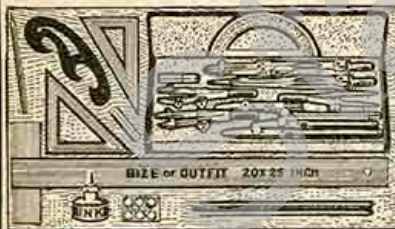
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Name.....Age.....

Address.....

"Jackie" Ott A Coming Champion

(Continued from page 43)

soldier, swan, nandstand, rocking chair and "Houdini" dives, and swims in a half dozen different styles, using the back, side, breast and Australian crawl strokes. After the swim, the youngster gets another rubdown. One thing which Alexander Ott emphasizes in his training of "Jackie" is the importance of the use of vaseline in the nostrils during the swimming. It keeps the nostril clear, prevents infection and aids breathing.

"Jackie" Ott lives on plenty of vegetables, fruit, milk, eggs, soups, and eats only a very little meat. Unlike the most of American boys, he does not "munch" between meals. He exercises faithfully and regularly and works as diligently at his lessons as at his physical activities. The boy is a talented impersonator, a perfect mimic and gifted with the self-possession of a professional entertainer. On many occasions, this five-year-old athlete has appeared in exhibitions before thousands of spectators. "Jack" Dempsey became so interested in "Jackie" Ott latterly that he taught the youngster how to box while Professor Manrique, one of America's leading fencers, has trained the lad in the use of mask and foil. During the last three years, "Jackie" Ott by reason of his athletic achievements and physical culture prowess has obtained more than \$1,500,000 worth of valuable advertising for the winter resort city of Miami, his cold weather home.

About Posing and Sig- mund Klein

(Continued from page 57)

I have seen him do the pose much more impressively. No. 8, I do consider a success; which is lucky, for it was my one good idea of the day. Even Mr. Scott says, "That is the one picture that shows the man at his best." It is a simple enough "side exercise," and Klein "got it right" the second attempt. He is firmly planted on his feet, and every muscle from the waist up is brought out by the bend of the body, and the flexing of the arm, shoulder, and back muscles.

After Figure 8 I tried another pose, which you will never see. You might think that it would be impossible to pick out a pose which made Klein look awkward, but I managed to do it.

Every physical-culturist, be he beginner or expert, occasionally has his pictures taken. Very few of them realize the importance of practice and preparation. Almost any photographer will work hard to give you exactly the effects you want. He may even suggest poses, but he cannot make you look well unless you have at least fair development, and know the positions which show you off to the best advantage. Pictures are rather permanent things; a good one is treasured, and a poor one is a perpetual eye-sore. So I recommend Mr. Klein's method to all of you. You may not be so lucky as to have his shape and muscles, but if you exercise as hard as he did, you may be able to come close to equalling him. Anyway, you can study and

practice posing just as he did. You might start by trying to duplicate this lot of pictures and then send those pictures in to me, so that I can look them over; and if you have any original poses of your own of which you are particularly proud, send those also. I am going to make a practice of publishing every month in my department called "The Mat" at least six of the best pictures I receive from readers of *Strength*. Understand, this will be sort of an honor-roll. If your picture is good enough to justify my publishing it, you will have the satisfaction of knowing that I consider you to be first-class.

Can Exercise Always Be Interesting?

(Continued from page 29)

avoid them entirely, learn to put up with them and do your very best in spite of these aggravating enthusiasm wreckers.

Some people will not learn to like the temporary ache that a thoroughly-exercised muscle produces. This ache is different from the stiffness and soreness mentioned in the next to the last paragraph above. The difference you will readily see when I explain that the stiffness mentioned lasts for several days and may or may not be felt in the entire muscular system, while the temporary ache lasts only a few seconds after vigorously exercising a certain muscle or set of allied muscles. It is unlike the stiffness insofar as it can be experienced in the muscle that you are directly exercising. As I say, some people who commence physical training dislike this ache and let it be the means of entirely ruining their chances of success. I myself, would not bother with an exercise that I could not make produce this feeling in the muscle it was meant to develop and strengthen.

I fully believe that those who always have the excuse "I haven't the time to exercise," form the biggest army of physical culture fault finders. I also believe that there are very few people in this world who are so busy they cannot find fifteen minutes or even a half hour a day at least five days a week for the purpose of exercising or improving their health and strength.

I know it is easy to fool yourself into believing you haven't the time, but you will find, if you stop to consider, that it is mostly because you do not want to have the time. Do not let yourself get into the weak class.

Besides these, there are a number of physical culturists that meet with more or less minor accidents at work or on the streets. These misfortunes are very discouraging to an enthusiast because it means, as a rule, he must start over again when he recovers. But even these things should not disgust you to the point of quitting. When a person who is so unfortunate as to severely sprain his joints, pull a ligament or tendon, fracture a bone, etc., recovers, he needs exercise more than he ever did, especially to strengthen the affected parts.

Summing up all the foregoing points, the lesson to be learned is: "Never let anything interfere with your training. There is no difficulty so great that it demands your entirely giving up your exercise."



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This new system of building strength and muscle is proclaimed the most remarkable, the quickest and most successful method known.

STRENGTH, health, vitality and power are the Greatest Things in the World. The consciousness of strength brings with it the greatest satisfaction that a man can have. You glory in it, you are thrilled by it—it is undoubtedly the call to a greater life.

I have always been interested in the systematic, scientific development of strength because it gives me the joy of living. I have learned not only the wonder of being strong but the secrets—the knack—the system of acquiring tremendous strength. I want to talk to you sincerely. I have proven that my method is fundamentally right. My way succeeds because it discards old ideas and employs those unique principles that I have been fortunate enough to discover. This system has given me such marvelous strength that people refer to me as the "Superman of the Ages." I know what my method can do for you because I have proven what it can do for others. I would be unable to perform daily my feats of strength if it were not for these new discoveries in strength and muscle building.

What Is the Real Secret of Strength?

There is nothing else like my method and there is nothing else that will as quickly, or surely give you the big, bulging muscles and crushing strength that every red-blooded man wants. See what I have been able to accomplish myself, by the use of this system. I support more weight than any other man. I drive heavy nails through many layers of oak and iron with my bare hands.

The unusual thing about the Breitbart Method is that it not only develops huge bulging muscles, but super-strength as well. Many methods that aim to develop large muscles actually fail to build strength. The Breitbart way is so simple that you will be astonished and yet it brings the sure promise of power, muscle and health even to puny weaklings. Read what Breitbart, himself, says.

—Andrew Passannant
(Prize-winning athlete)

My muscles are trained. I am able to bend heavy steel bars into carefully worked designs. I perform feats of strength that astonish thousands with the sheer power of muscle that my system has given me; and this same method can give the same power to you. My success in giving strength to others is due first, to the knowledge of how to acquire strength and second, to the knowledge of how to give this method to you.

I Want to Give You Strength

It makes no difference how weak and frail you may be or what your occupation; I can and will give you a better body—rugged strength—muscles you will rightfully be proud of. I will give you so much vitality, health and power that they will be your greatest pride and the envy of your friends. There is no one I cannot help. My secrets are yours—the secrets which enabled me to build up my own powerful strength. The methods of every physical culturist in the country are known to me and I have found them all very much alike. Mine is a new and far better method, unlike any you have ever seen or heard of. You would be amazed to see the slightly

built fellows that I have fashioned into fine, strong healthy specimens of manhood. Real heroes that reflect and radiate the very power and muscle they possess. You can have it—I want you to. It is my life work. Let me give you that rugged power that knows no defeat.

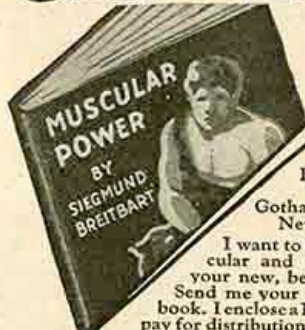
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It is a fact that only about one person out of three enjoys good health. And those who are physically a little "off" right now will more than likely be the ones to succumb to preventable diseases this year. And they are the ones who should not die.

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.

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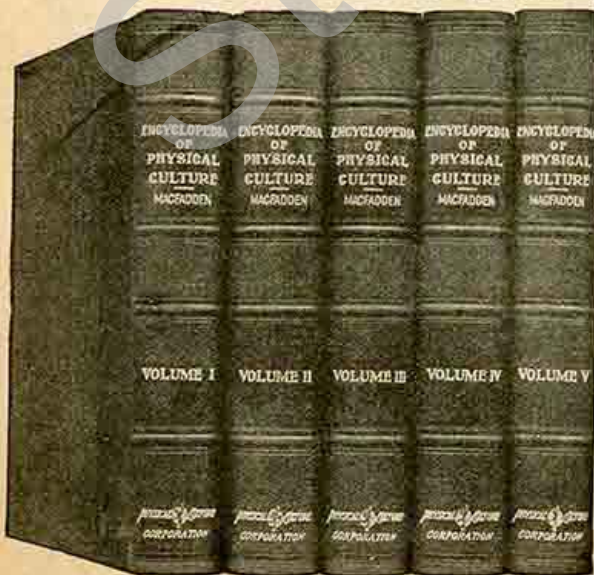
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(Continued from page 70)



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and encouraging example for those of short stature, being an instance of the fact that it is easier for a short man than for a tall man to be "disproportionately strong for his size." The short man who is vigorously developed has in one sense the advantage of more easily having greater proportion of power in relation to weight than the tall man who has an extraordinary quantity of bone weight to contend with. The thing that makes a man tall is particularly length of leg bones, and with this there is unusual greater length of arm bones. In other words, the short statured man somewhat parallels the case of a powerful engine in conjunction with a small motor car. Such relatively great power always produces speed and the ability to perform. Of course the possible sum total of great power in a small man is naturally less than that of a six-footer who is similarly developed. And yet a short man is often able to make a relatively better showing in many feats of strength.

For one thing, the matter of short bones has a close relation to the question of leverage, which is a vital factor in so many feats of strength. Take, for instance, holding up weights on the level with the shoulders, or what is sometimes called "muscling out." The long-armed man is at a disadvantage and the short-armed man has a marked advantage purely on the score of leverage. Of course the question of the attachment of the tendons to the bones, or what may be called the matter of long versus short attachments, has a good deal to do with this capacity. A long-boned man may have long attachments to help him out, but generally speaking it is likely that the short-boned man has more or less similar attachments and therefore an advantage because of his shorter limbs. In gymnastic work particularly, as in chinning the bar, rope climbing and similar activities, the short-statured man with less weight of bone and easier leverage can make far the better showing.

Referring again to Mr. Hart's feat of throwing the giant, George Auger, out of the window, it may be said that Mr. Hart of course did not lift this four-hundred-pound man as he would lift a bar-bell from the floor, picking the giant up from a reclining position and tossing him through the window. What he actually did was more in the nature of a supporting feat, since the giant towered over him, and by grasping Auger about the center of the body it was a simple matter for Mr. Hart to hold him balanced at arms' length overhead while he carried him a few steps to the high window and dropped him through it. Mr. Hart is, however, extremely good in all kinds of lifts. Modestly he does not talk about his lifting records. Like Massimo, Olmstead and many other strong men in the show business, he is more interested in the artistic character even of his strong man feats than he is of establishing records in the greatest number of pounds lifted. His physique, however, as seen in the photographs, is evidence of the highly developed character of every part of his body.

The show business in England is some-

what different from that in America in this line, inasmuch as the Britishers are always eager for any kind of a contest. It is the rule over there for strong men to offer prizes to local celebrities who can duplicate their own feats of strength. Also it is quite the custom to conduct various contests. On one occasion Mr. Hart, playing at an English theatre, conducted a contest in the pulling apart of wire springs with arm strength. Preliminaries during the week had been conducted, the finals to take place on the Saturday evening. Now the owner of this particular theatre had an amateur strong man nephew of the heavy-weight type, whom he felt sure could lift more than Mr. Hart just because he was twice his size. And so the manager stipulated that the finals of the contest should take the character of a weight lifting contest. The manager's nephew had his pet bar-bell delivered to the theatre on the Saturday morning. Mr. Hart had wished to carry out the finals in the wire spring pulling contest, for which so many had qualified. Therefore, not to be outwitted by the substitution of the bar-bell plan, he secured a quantity of lead shot and increased the weight of the bar-bell to a point such that by a supreme effort he could just barely lift it over his head. During the performance, after many amateurs had failed, the audience called for Louis Hart to lift the bar-bell, and by a maximum effort he did so. Whereupon the manager's nephew proudly stepped in to show how he could lift his own bar-bell. His astonishment when he picked it up and found himself unable to get it to his shoulders represented a climax that the conspirators had hardly expected.

Mr. Hart tells an amusing story of an experience of Eugene Sandow. It seems that at one time the manufacturer of a certain ginger ale, or perhaps some other similar beverage, had been using on his label a drawing in which the great Eugene Sandow playfully displayed his strength by holding a horse overhead with one hand. Needless to say this made a very impressive label, even though it represented an unbelievable and impossible feat of strength. When Sandow finally played at the theatre in a certain Irish city in which this particular beverage was quite popular, the audience throughout the performance seemed to be waiting for something special. At the conclusion, when Sandow took his bow, they all insisted that he "Lift the horse! Lift the horse! Lift the horse!" When it was obvious that he expected to do nothing of the kind the crowd swarmed up on the stage and Sandow was compelled to make his escape from the theatre with a bathrobe hastily thrown over his tights.

The public somehow seems to have no comprehension of the relative degree of strength, possible or impossible, involved in various stipulated performances. All professional strong men know this, and have learned that certain spectacular feats take much better with the public than some of those calling for far more strength, but which are not quite so showy. The ideal program includes both kinds of feats.

You cannot be really strong unless you are really healthy

SOME people have the idea that great strength can be cultivated only at the sacrifice of health. As a matter of fact, it is impossible to acquire great strength without simultaneously acquiring perfect health. Muscles will not grow in size, nor improve in shape, unless they are nourished by perfectly working digestive and assimilative organs. The vigorous exercises which are necessary to the creation of an heroic physique cannot be performed unless the lungs are increased in capacity, and the heart increased in strength to correspond with the growth of the exterior muscles. You simply cannot develop a powerful, shapely body without invigorating your internal organs at the same time.

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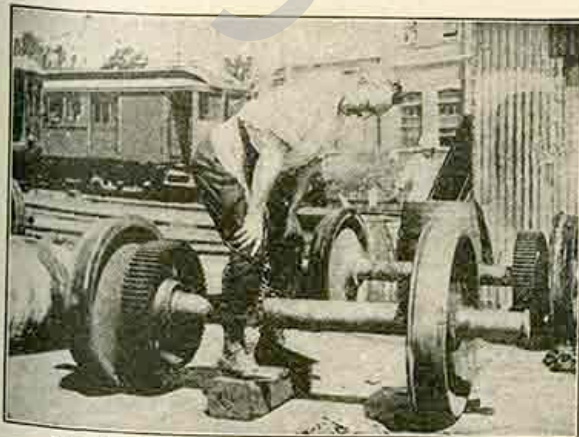
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Mr. Benjamin Belclair

(Continued from page 64)

another invention, which culminated in the production of the great loop-the-loop leap to a hand-to-hand stand. At the completion of the apparatus that formed the loop, Mr. Belclair had this invention protected by letters patent not only in America, but in all of the European Countries, as well as Australia, New Zealand, the Oriental Countries and South America.

Mr. Belclair has always laid particular stress on endurance in preference to spasmodic strength and sinews in preference to bulky muscles. One of his feats in particular shows the beautiful development of his arms and chest. In this he lifts his partner to his shoulders in a standing position, the top man placing his feet on the upturned palms of the under man. The latter pushes the top man to full arms' length and then slowly lowers himself down until he (the bottom man) is lying on his back still holding the top man up in a standing position. Then the under man slowly lowers his hands to the floor with the top man still standing. The latter then steps off for a few seconds before returning to his standing position on the under man's hands. In the act of raising the top man from the floor at full arms' length, is where Mr. Belclair shows the most beautiful display of the development of the arms and chest. Without any apparent struggle with the tremendous weight on his outstretched arms, his chest and shoulders rise almost like small mountains until the top man is brought to the center of balance in a standing position.

The beauty and harmony of movement in this last named feat fairly enchants his audience. His advice to those who are interested in the finer art of acquiring real strength, endurance and health, is to train the mind as well as the body. This is the first great essential. Be very observant of the work of those who are classed as great. Practice regularly and diligently. Be sure to acquire endurance as this requires muscles which are lithe and flexible. Exercises should be taken slowly, regularly and progressively. Rushing them hardens the muscles.

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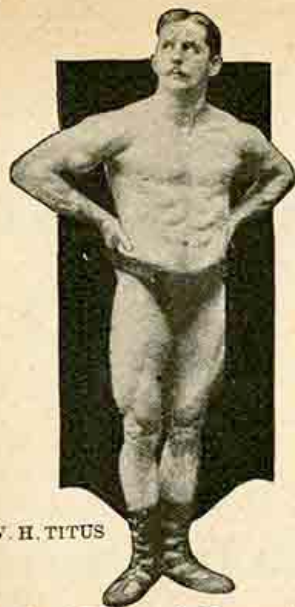
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I don't care how much of a weakling you are, I will make you a physical giant. And I don't care how strong you are, I will make you stronger. Strong statements, yes—but I have thousands of living proofs showing the types of big, muscular bodies my System produces. Fellows who came to me as pitiful weaklings are now the envy of many a strong man. I have made over many thousands of men who did not think it possible to change their skinny, shrunken bodies into the big, strong ones they now possess. *I can do the same for you.*

What Is Holding You Back?

Is it a weak heart? My System strengthens the heart and makes it pump rich vitalizing blood. Is it weak lungs? My System teaches breathing exercises that will make those lungs of yours handle more healthful, life-giving oxygen than they ever did before. This purifies the blood and builds up health very rapidly. No matter what your weakness may be, my System is so complete that it covers every part and every muscle in the body. Arms, legs, abdominal muscles, vital organs.—I do not overlook or neglect a single spot. How can any one system of exercise accomplish all this?

I Furnish You A Complete Home Gymnasium Without Additional Cost

That is the backbone of my System. That is why it develops your entire body including all the hard-to-get-at muscles. The TITUS PROGRESSIVE AND AUTOMATIC EXERCISER contains an exercise that will bring into play and develop every muscle. It is a complete home gymnasium. It gives you all the exercises of barbell, dumbbells, chest expander, weight puller and everything else found in a modern gymnasium. No extras to buy—nothing more needed.—And yet My Complete Course, including my "Home Gymnasium," costs no more than other courses, some of which include no apparatus at all. Thousands of weight lifters, boxers, runners, oarsmen, and every other type of athlete have endorsed this ingenious device. My Course, in fact, it takes up practically no room at all, can be set up anywhere without marring the woodwork, in fact it instantly converts any room in the house into a complete gymnasium.

My Big, Revised Book Is now FREE!

I have just printed another edition. The demand for my handsomely illustrated book is so great that I can hardly print it fast enough. It is crammed full of photographs of my pupils as well as pictures of myself. It illustrates the TITUS PROGRESSIVE AND AUTOMATIC EXERCISER in detail. It tells you everything you want to know about my Course. IT IS ABSOLUTELY FREE. Send for this great book NOW. It will prove an inspiration to you and will give you facts you should know about your body and how to take care of it. It has been pronounced the greatest book of its kind ever written. Send the coupon TODAY or a post card will do, but DO NOT DELAY.

PROF. HENRY W. TITUS

Dept 33, 105 E. 13th St., New York City

PROF. HENRY W. TITUS

Dept. 33, 105 East 13th Street, New York City

Dear Sir: Please send me at once, without cost or obligation, your book, "Building Better Bodies."

Name.....

Street No.....

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

The Mat

(Continued from page 66)

I have received five letters asking if biceps-strength can be acquired more rapidly if one carries extra weight while "chinning." One man says that he ties a fifty-pound weight to his feet so as to make chinning more difficult, and wishes to know whether this will help. The man who chinned eighty-six times says that he can chin once while a 126-pound man clings to his back. Of course the harder you make the work the fewer repetitions you will be able to make, but I do not advise tying weights to the feet. That would tend to hold your legs perpendicular, whereas there is a natural tendency to raise the knees when the act of chinning becomes difficult. The weight should be suspended from a belt around the waist. If you want to do a "two-arm chin" with another man you had better try the following style.

In the first place, the bar must be very high from the ground (at least seven feet). Jump up and get a firm hold on the bar, and then ask your partner to stand facing you and put his arms around your waist. Then wrap your legs around his body, and proceed to "chin" if you can. This is a pretty safe style because it makes you raise your knees in the natural way, because you have a double grip on the weight you are lifting and because your partner is out of your way. I think you will find it much easier than if you try to "chin" while carrying your partner "pick-a-back."

Undoubtedly, the men who chin with extra weight attached, practice in that way with the laudable ambition to acquire enough strength to become able to "chin" with one hand only. Strange, how the ability to "chin" with one hand will in itself make a fellow's reputation as a "strong man," how many there are who would give anything to be able to do it; and how comparatively few there are who succeed. I prophesy that you will find that it is easier to raise twice your own weight in a two-arm chin, than to raise just yourself by a one-arm chin. That is because in the two-arm way you start with your arms in a position that allows them to exert their full strength; while success in the one-arm variety is dependent on the way you manage your body at the start of the stunt. (The principle of the one-arm style was described in this department for February, 1924.)

I notice that when a man writes me about two-arm chinning, he is almost sure to get to discussing the one-arm stunt before the end of his letter. As for example, one who wound up by saying that he himself could do four successive one-arm chins but had recently seen a vaudeville performer do it ten times, further remarks, "But I noticed that he never lowered himself until his arm was perfectly straight." And another correspondent begs me to tell him who holds the world's record.

As regards the first of these, I would say that you will rarely see a man lower himself so far that the chinning arm is perfectly straight, because that would make his body rotate into an unfavorable position and would require a considerable twisting effort before the next upward journey. Almost always the athlete stops before his

arm has straightened, keeps his palm towards his face and his legs held out horizontally to the front. It is much easier to repeat from that position.

Most professional gymnasts freely give Lillian Leitzel the credit for having the world beaten for "one-arm stuff." In April, 1923, we published Mr. Paulinetti's article on Miss Leitzel, and he told how Miss Leitzel had, in the presence of Wm. J. Herrmann, chinned *twenty-seven* times with the right arm, and *seventeen* with the left; and you simply can't go beyond Wm. J. Herrmann when it comes to accuracy and probability of statement. Miss Leitzel is small and not very heavy. Her arms are marvelous; that is, of marvelous proportions and shape but without the bulging muscles which would show on the arms of a man of her strength. Her shoulders are broad, but her hips are very trim, and her legs delicately molded. Altogether just the ideal build for her kind of work, but another proof that only those of light weight can hope to excel at either one or two arm chinning.

I would no more expect a really big man to chin sixty times with both hands than I would expect a little 120 pound chap to beat a lot of giants at hammer-throwing. A small man might become quite good at throwing the hammer. If he practiced regularly he would undoubtedly increase his bodily strength and incidentally get a whole lot of fun. But he would be wasting his time if he nursed the idea that he would eventually beat the big fellows whose great bodily weight and length of arm fit them for the sport. Similarly, a 200 pound six footer would be wasting his time if he planned to practice chinning for six months with the idea that he could equal or beat Mr. Lynch's record in that time.

What goes for chinning likewise goes for "dipping" on the parallel bars, another stunt in which the athlete's weight is continuously borne in his hands. On the cover of the old editions of Wm. Blaikie's book, "How to get Strong," there was a picture of an athlete with a splendid pair of arms. In the text Blaikie explained this was the portrait of a man who could do the dip no less than eighty-four times on the parallels; and further said that any one who could duplicate that feat would be bound to have arms as good as those of his model. (Bear in mind that to dip twice on the parallels is as hard as to dip five times on the floor.) Blaikie's man seemed to be a heavy chap, and if so, the feat was remarkable. I once knew a small man named Walker from Paterson, N. J., who could dip 112 times on the parallels and if I remember rightly, could chin himself seventy-five times. That would be the correct proportion anyway; for a man whose arms are symmetrically developed should "dip" on the parallels fifty per cent oftener than he can chin himself on a horizontal bar.

"Chinning" as a Waist Reducer

Most people think of "chinning" only as an exercise that will develop the biceps muscles. A fair number know that chinning develops the muscles on the broad of the back and widens the back itself. But how many of you ever practice chinning to remove fat from the front of the

waist-line? Every now and then, while looking over charts which bear the question "How often can you chin yourself?" I come across one marked "not even once." Usually that statement is made by some one who weighs over 200 pounds, has a forty-two inch waist, and a 13½ inch arm. Realizing that it is hard for a heavy man to "chin," you figure that you could hardly expect a man like that to raise the weight of his body because his arms are too puny in comparison with his girth at the belt-line. The point is, that if he had regularly chinned himself even half a dozen times each day he never would have gotten a big waist-line. For chinning is real work for the abdominal muscles—what Blaikie used to call "counter work;" that is work *from* opposite to the usual direction. I have already explained that when "chinning" there is an impulse, or tendency, to raise the knees out in front of you as you drag the body upward by bending the arms. This is a reaction which seems to take place naturally. It seems that the raising of the knees enables you to raise the body more easily, and undoubtedly the act of chinning forces a certain contraction of the muscles along the front of the abdomen.

Ask a fat man to chin the bar, and if he succeeds he will probably mention that he felt a pull, or strain, in what he calls "the stomach muscles." I cannot recall ever seeing a professional trapeze artist, gymnast, or "Roman Ring" performer who carried a "corporation." On the contrary, most of such men have perfectly flat abdomens. Some of them tend to be round backed, but you never see a fat one.

If a man has a big paunch and, as some say, "carries his fat low," then chinning is not as effective a reducer as is leg work. But if the fat is on the *upper* part of the abdomen, then chinning will remove it and do the trick rapidly. It is curious to note that a man who has never taken part in athletics or done any hard physical labor, will when he gets fat, accumulate the extra flesh on the lower part of his abdomen; that is between the navel and the groin, while the man who has done vigorous athletics, or really hard work, first puts on fat between his navel and the lower end of the breast-bone. I do not claim that this is an invariable rule although it seems to happen in most cases. The only explanation I can offer is that the ex-laborer and ex-athlete are naturally bigger-chested, and when they give up their work or competitive athletics, they retain their appetites, continue to eat as much as ever and the fat goes where there is room for it. If you are in that class try "chinning" for your figure's sake. You will be surprised at its effect in removing fat from underneath the ribs.

Mexico.

Editor of "The Mat."

Dear Sir:

A friend of mine and myself have had quite a lot of discussions about the ability of the Canadian strong man, Louis Cyr, to beat another man at wrist wrestling.

As the famous Canadian could lift heavy bells and weights which most of us would not even move an inch, we want to find out just what he would do in testing his strength against that of another man and,

A LESSON ON CHIROPRACTIC

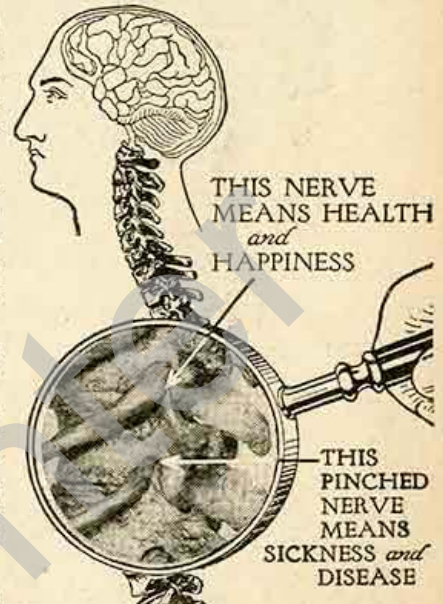
WHEN you wish your arm, hand, leg or any other part of the body to do something, a message is sent to that member over the nerves.

If the nerve over which the message travels is pinched, the message cannot get to the member to which it was directed; the member does not obey the mind, and it then is what we call diseased.

Chiropractic teaches that all the work that is done in the living body is done by an intelligent power within by means of functional impulses sent over the nerves, and that disease is the result of an interference with the normal transmission of these functional impulses over the nerves.

Chiropractic teaches that your arm or leg will obey the mind if the channel over which the moving or motor impulse is open and normal, but that if a segment of the spine becomes slightly misaligned and presses on the nerve, thereby stopping the motor impulse, the result is what is called paralysis.

The accompanying cut shows how the nerves, over which all functional impulses are sent, come out through the spinal windows between the vertebrae, and how a misaligned vertebra may press upon or impinge



the nerves, thus interfering with the flow of functional impulses, which causes dis-ease.

To adjust the vertebra to normal, thereby removing the cause of disease, is the work of the chiropractor.

Thousands have realized that paralysis is simply a lack of motor impulse to the affected part, when complete recovery followed the release of the prisoned functional impulse through the adjustment of the misaligned vertebra by a competent chiropractor.

And Yet Some Say: "I Don't Believe in Chiropractic" What a Pity!

The Hon. J. R. Merly, of Owatonna, Minn., under date of November 4th, 1922, says:

"In June, 1919, I met with a severe automobile accident which injured my spine. As a result of the injury I became paralyzed on the left side. My left hand and arm were practically dead and my left leg was so affected that I could only walk with someone to support the left side. My family and friends were much concerned and doubtful about my recovery. I immediately consulted a chiropractor, who advised me to have a spinograph taken. After this I commenced taking adjustments and have now regained the use of my left hand and can walk naturally. I would advise anyone suffering from similar trouble to consult a chiropractor."

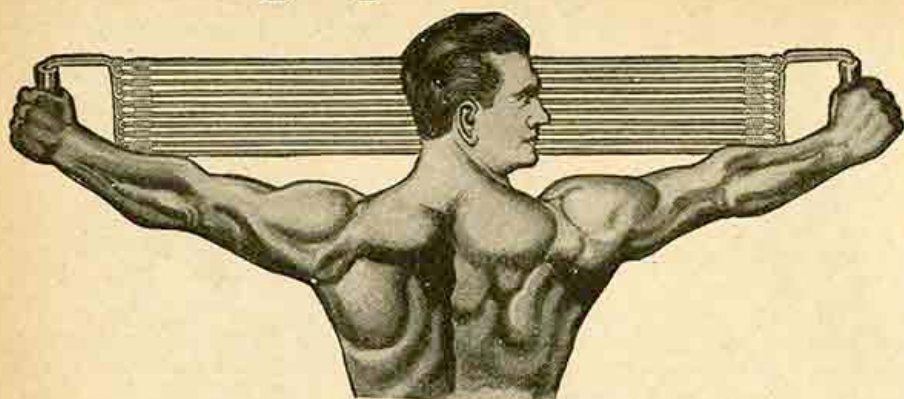


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THINK what it would mean to you to be five or ten times as strong as the average man—to have many times his pep, energy and vitality—to have muscles like steel cables all over your body—to enjoy the keen satisfaction of knowing that you could perform 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 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.

My Adjustable, Patented HEAD-GEAR Increases Your Neck One Inch in 30 to 90 Days

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.

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Any of these can be purchased separately at the price shown.

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You cannot buy a similar outfit anywhere else at three times this price. In fact, you cannot buy an outfit as complete as this with such a course as I give you, at any price. Thousands of the world's greatest strong men have endorsed my course of instruction and the McFadden 10 Cable Progressive Exerciser. Remember, I guarantee to increase your biceps **ONE FULL INCH** in from 30 to 90 days, and

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. 62, 103 E. 13th Street
New York City

as you once answered me that he could handle even a 200 pound wrestler and put him down easily, we do believe that at wrist-wrestling he would beat most people, and quick at that, too. Possibly Mr. Zottmann, who knew Cyr well, or Warren Lincoln Travis, or possibly yourself, saw the Frenchman in a friendly test of his 22 inch arm and, as that friend of mine says that he believes Cyr had very big hands his grip must have been quite effective in announcing to his opponent that he was about to settle matters. Please answer us.

I once read an article in an American newspaper, that there died in India, in 1915, a wrestler of 590 pounds, and again that friend of mine and myself believe that he was the strongest and biggest "Strong Man" of these days. Are we right? Suppose another Louis Cyr of 590 pounds. He would lift a Pullman car on his back, wouldn't he? The article in which I read about this Hindu wrestler weighing 590 pounds referred also to big men in Sport, such as Jess Willard, etc., but again, to come to our discussion, you know about that famous Turk wrestler, Youssouf Ismael probably you saw him in New York City. In 1898 or thereabouts, when he threw Ernest Roebler out of the mat and the referee disqualified him. Do you believe that if Louis Cyr would have wrestled the Turk, would Cyr be the winner? Please answer us.

In the book, "The Kings of Strength" and "The Kings of Wrestling," Professor Desbonnet does not refer to Louis Cyr as ever being a wrestler as Arthur Saxon, Sandow, etc., were at a time and perhaps wrestled now and then, and we do believe that though Cyr was no wrestler, that it would be hard for even a wrestler of his own 350 pounds to overpower him. Are we right?

Thanking you in advance for your answering to our inquiries, I beg to remain,
Very truly yours,

IGNACIO RIESTRA.

I get lots like that one.

There is no reason why a "Strong Man" should naturally win at wrestling; that is, if his opponent is big, heavy and skillful. Hackenschmidt was both a "Strong Man" and a Champion Wrestler. Ditto for both the Zybykos. In fact, most heavy-weight wrestlers are very strong physically. Youssouf was undoubtedly one of the strongest men of modern times. I said that in an article I wrote for *Physical Culture* three or four years ago.

Twenty-five years ago in Germany wrestling was as popular a winter sport as basketball now is in this country. Consequently, most strong men added to their income by competing in the wrestling tournaments. Sandow was a professional wrestler and circus performer when Attila discovered him and brought him to England. Arthur Saxon was undoubtedly a fair Graeco-Roman wrestler, but nothing remarkable. I never heard of Cyr as a wrestler. Some of you seem to think that if a man is a champion "Strong Man" he should also be the champion wrestler, prize fighter, runner, hammerthrower, swimmer and everything else, and that is no more reasonable than to expect the champion golfer to be also the champion tennis player and baseball player.

A. C.

Old Doctor Grapefruit and Other Life-savers

(Continued from page 45)

the body needs balancing or base forming elements far more urgently than in normal health, and fasting does not permit any supply of the same. And that is just where good Old Doctor Grapefruit steps in, or Old Doc Apple, or Sweet Juicy Orange, M.D. For the supply of these tissue-sweeteners is just about the one thing that fruit does nothing else but—to return to our vaudeville jargon.

The thing will work out the same way even if one starts fasting when in perfect health, and without the complicating acid-producing factor of disease bacteria. Healthy blood is normally alkaline, and in health there is a continual effort to keep it so. So are the secretions of most of the glands. And if a healthy man through some queer notion starts fasting, the body will for a time draw upon the alkaline substances in its own tissues and fluids. As long as one can continue to do that he will not get along so badly, although chemically speaking his condition will daily become less favorable. But if he keeps on, there will come a time when the alkaline substances in his body are about exhausted, and his tissues will become increasingly soaked in acid, a condition that has been called acidosis. Now, if one has some reason for fasting—say, a wound in the stomach, he will be benefited by the fast so long as his system can "balance itself" in the manner mentioned. But one will be better off in all cases if he can consume fruit.

The case of McSwiney, the Irish patriot who went on a "hunger strike" when in jail three or four years ago, will probably stand for centuries as the classic example of what happens in a prolonged fast, as well as an evidence of the persistence of life in the body even under such circumstances, though noting the fact that he fasted under conditions of absolute rest. McSwiney fasted, and lived, for ninety days. But the very thing that was to be expected from the lack of base forming substances eventually occurred. McSwiney developed scurvy, in a constantly progressive form, until he died. And this is the thing that will occur in all cases of fasting if one continues long enough.

That is why my friend Olmstead and others with the wisdom to see beyond the surface value of fasting, recommend and practice a fruit diet—or a "fruit fast," if you wish to call it that—in preference to fasting, in any case of threatened illness. Of course the rational procedure is to eat enough fruit every day to keep one right.

The requirements of expectant motherhood are very exacting. Pregnant women commonly complain of "morning sickness," nausea and lack of appetite. Fruit is the answer. It sometimes seems that a woman cannot get enough fruit in such a case. Grapefruit—and absolutely without added sugar—is the most gratifying of all in many cases. It is unquestionably a "life-saver."

You may find that the children will take more readily to oranges and apples, but any kind of fruit is appropriate for children, though bananas, sometimes unripe, are doubtful. However, one does not class

bananas with the juicy fruits in this connection any way. There are two things that we provide in abundance for the children in my home, milk and fruit. There is always fruit on the buffet, the children can eat as much as they like, at any time. Give your children all they want of honest whole wheat bread, milk and fruit, and it does not matter what else they have, or whether they have anything else.

If between meals the little ones must eat, give them fruit. You will not be overloading their stomachs with indigestible foods and they will probably be just as hungry as ever for their meals. There are many ways in which the fruit may be worked into their daily diet to such a degree that they are sure of getting the desired quantity. And with so many varieties to choose from there can be no danger of monotony.

But you may say that sometimes fruit is expensive. That is a matter of which every prudent provider will make a careful study. You can buy the fruit that is cheap in season. It is not necessary, of course, to go to extremes on this matter of fruit. No one needs to buy strawberries in February. When you are in doubt about what to get for the children, buy apples, for the apple, like "the poor," is always with us. And here you can't go wrong.

It may even be possible that apples, bought by the barrel, will represent your only available fresh fruit in winter, if you live in an isolated community. In such a case you can supplement your needs by buying dried fruit, prunes, apricots, pears, peaches usually being reasonable and representing food economy. But try to get the sun cured fruit instead of the sulphur dried. And you should certainly acquaint yourself with the relative high food value of raisins, in proportion to their cost. Figs and dates represent the same food values and may be used for the same purpose interchangeably with raisins, but the latter are inexpensive. They have "fuel" value, as well as iron, lime and everything that you want in base forming elements.

If you wish to carry this food economy aspect of the matter still further, it may be well to make a study of relative costs of fruits as against salads and vegetables. For instance, you may find yourself paying such high prices for celery, lettuce, water cress and even peas, spinach, string beans and other vegetables, out of season, that on a basis of so much food per pound it will be cheaper to pay fairly good prices for solid fruit, and to eat more fruit and less of vegetables and green foods. Remember that fruits and greens and vegetables serve very much the same purpose in the diet. In the pinch of economical living you can fill your vegetable requirements with potatoes, onions, cabbages and other relatively low-priced vegetables, and then provide liberally the less expensive solid fruits. This is, as I have said, a matter for individual study.

The old saying that fruit is gold in the morning, silver at noon and lead at night is some of the purest bunk that we have met. When your system needs it badly, fruit may be worth its weight in gold at any hour of the day that you can get it.



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By R. C. JAMES

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What Chance Has the Small Man?

(Continued from page 37)

Another thing he did was to lift aloft a huge bar-bell weighing 220 pounds. This bell was made for stage work. It was eight feet long, had hollow sixteen-inch spheres and a handle about 3 inches thick. It was intended for one-hand lifting and had a grip cut in the center of the bar. A good "bent-presser," Matysek for example, would stand the bell on end, rock it across one shoulder and then make a right-arm bent press. But neither Matysek or any of the others could lift it aloft with both hands because in that style they had to take hold of the handlebar where it was three inches thick. The difficulty was not in putting up the weight from chest to overhead, but in getting it from floor to chest. But Ali had no trouble because he used an original style. He picked it up with hands reversed (that is one palm toward him and the other away from him), lifted as high as his waist and then to his chest. Then he was temporarily stuck because his left hand was in the wrong position for pressing, so he gave the left end of the bell a slight toss and turned his left hand so as to bring its palm forward. Having gotten both palms turned away from him he proceeded to toss the bell to arms' length three times in succession. He always told me that he could make a two-arm jerk with 300 pounds, and after seeing him handle this awkward 220-pounder, I could easily believe that a 300 pound thin-handled bell would not stop him.

Another small man of almost unlimited strength was the late Pierre Gasnier, who weighed 135 lbs. and was only 5 feet 3 inches tall. Like Ali he had magnificent shoulders, chest and arms. He always wore long trousers in his act; so I never could judge his leg development. Gasnier was as smooth and polished a performer as ever strode the stage. He never got on the "Big Time" because he never did any of the "supporting feats" or "leverage stunts" which "go so big" with vaudeville patrons. All he did was to lift bar-bells and dumbbells, and in that game he was an artist. Never have I seen a man who lifted more scientifically or easily. He had his own little devices for stopping any competitors who emerged from the audience. He would juggle with a dumbbell that weighed about 75 lbs. and would invite any one to come forward and "put it up." But if any one accepted the invitation Gasnier would slip him a bell of exactly the same size, but solid and made of lead. From outward appearance the two bells were mates. The lead bell was far too heavy for most amateurs, but if a man got away with "putting it up" Gasnier would himself proceed to lift something even heavier. He went on the accepted professional principle of never lifting big weights unless he had to; but believe me, when he had to he could. Once a misguided young friend of mine, F-----, told me he was going to "show up" Gasnier. I warned him to go easy, but he said that he knew all about the lead bell, and also knew that a big "stage" bar-bell which was announced as weighing 250 pounds, actually weighed only 175 pounds, and wound up by insisting that Gasnier was in for a surprise.

So, of course, I went along. When Gasnier rolled out the lead bell F----- made a pretty "one-arm side press" with it. Gasnier gave him a look of indignation and contempt. "Ha," he said, "a strong man—a smart guy! Perhaps you will lift my big bell after I do it?" F----- answered that that was his desire and intention. Gasnier went to the side of the stage, opened a chest and drew forth two bags of shot, proceeded to fasten one at each end of the big 175 pound bell and made his "one-arm press" with 225 pounds at least, a big lift for a 135 pound man. F----- could not manage it, for 200 pounds was his limit. Gasnier hooted him off the stage.

So far as I could judge he was then past middle age, and that was over twenty years ago. He died recently in California. A great showman and an even greater lifter. He told me that he could strap his ankles tightly together, and then make a "one-arm snatch" with 135 pounds, his own weight.

Otto Nowielsky, better known in this country by his stage name of Arco, is another small man of immense power. He is an athlete of varied accomplishments, being a lifter, tumbler, hand-balancer and wrestler. Of his upper body development you can judge by the accompanying pictures. His legs are equally good. He is one of the few men who have lifted twice their own body-weight to arms' length overhead. On his first visit to Philadelphia I invited him to my factory. Never having heard of me, he was rather puzzled to know what it was all about, but when he entered the show-room and saw the rows of big bar-bells and then perceived that the room was (for the occasion) decorated with many pictures of himself which we had cut from the foreign papers, he was quite tickled and proceeded to give us an informal exhibition of lifting. He claimed that although he had been over a year in America he had not once touched, or even seen, a weight in that time. So he begged us to make allowances for his lack of practice; but that was unnecessary, for all his lifts were made in perfect style and he handled big weights without a show of effort. He was a man of small frame and moderate size bones, but he had the muscular equipment of a heavy-weight.

Among our native athletes Robert Snyder is perhaps the best known of those in the 140-pound division. He started training when he was a sixteen year old schoolboy. I saw him at that time and I can assure you that he weighed less than 120 pounds, was slender in build and wiry rather than muscular. His present marvelous strength and development is entirely the result of his persistent and intelligent training. His first year's practice increased his weight to only 128 pounds, but at that weight he was most beautifully shaped with muscles that were clean-cut and beautifully outlined. He stayed under 130 pounds for a couple of years and made some remarkable lifting records for a man of his size. Then came the interruption of the war and a cessation of training. On resuming his practice in 1919, he "spread out" and became much broader and correspondingly stronger. Today he weighs a little over 140 pounds stripped, and can do feats of strength which would tax the power of much bigger

"strong men." Here is a man who is literally self-made, one of those who succeeded in transforming his physique.

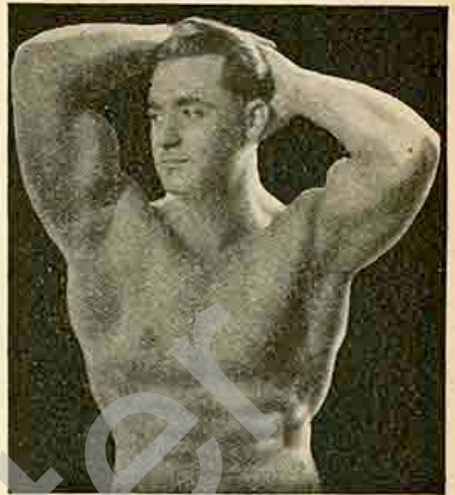
All the light-weights are not of the short and stocky type. A man like Jack Staton (of Vancouver) is considered in weight-lifting circles to be small simply because he weighs so little. Although his build is more of the Apollo type he has a beautifully shaped and well muscled body, as his pictures prove. His specialty is aerial work, trapeze stunts and the like, although he has made bar-bell work a hobby because of its effect in increasing the size and strength of the muscles and improving their shape. Any man of 5 feet 6 inches with light bones is justified in expecting a development like Staton's. All that is needed is the persistence and the practice. Nature will do her part if you do yours.

Among trainers there is an expression, "Muscle and strength once made are never entirely lost," which may not be true in all cases, but certainly is in most of them. Recently I wanted some pictures of the "one-arm bent press" to illustrate a chapter in a book I had written. I was fortunate enough to secure a Mr. Wm. Langhorne to pose for these pictures, two of which are reproduced on these pages. Between poses Mr. Langhorne told me about his start as a lifter. As a young boy he happened to see a performance by the famous Eugen Sandow, and like many other youths was immediately filled with the idea of becoming strong himself. He lived on a Canadian farm far from any sporting goods stores, but somehow he managed to get hold of a bar-bell and started practice under his father's personal supervision. He says that in cold weather there was only one comfortable place to lift, and that was in a small place close to the kitchen stove. Instead of this proving to be a handicap it was just the reverse, because it made him acquire an unusual degree of accuracy of position and nicety of style when handling weights.

He never became very muscular, although he became most extraordinarily strong for a youth of his size. When he weighed less than 140 pounds he made a "one-arm press" of 214 pounds.

There are two opposing camps in the ranks of "strong men." Those in one camp believe in working for muscular development and bodily beauty more than for sheer lifting power. Sandow was the precursor of this method. The opposing school goes in entirely for lifting power allowing the body to develop as it will. Saxon believed in that method. So does Jowett, and so does Langhorne. There is a lot to be said on both sides of the argument. One of the chief claims of the lifting camp is that their method, while it may not develop such finely shaped muscles, does create great strength in the tendons. Now this Mr. Langhorne must have strength of the second kind because his muscles are not noticeably big. Yet he can still, after seventeen years' lay-off, lift practically as much as he could in 1907. By profession he is a builder and employs large numbers of workmen. Sometimes when a burly laborer is struggling with a beam or a bag of cement, Langhorne will do with ease what the workman could not do. These stunts have earned him a reputation as a practical "strong man."

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Is Beauty Only Skin Deep?

(Continued from page 40)

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You may use considerable pressure. Facial massage, if properly done, develops the deep-seated supporting muscles under the skin and causes a healthy congestion of blood and lymph which soon becomes permanent.

Now you may give your skin a little additional help by erasing those lines which appear on the forehead and at the corners of the eyes and which may run downward from the nose to the corners of your mouth. Perhaps you have never realized that lines may be removed from the skin with almost as much facility as pencil marks may be removed from paper. Try this.

With the first and second fingers of one hand stretch the skin over the point to be massaged, and with the other, the tips of which have been covered with cold cream, rub with light, fast, even strokes for a minute or two. After this you may brush the white of an egg lightly into the skin; allow to dry for five minutes; rinse, and again apply cold cream. (The white of an egg is a very powerful chemical astringent and must be used with discretion. As it dries it forms a skin which shrinks evenly, causing the skin to contract and the lines to disappear.)

This skin massage must never be too vigorous and will not be necessary after the muscles have responded to the rubbing technique given above.

After a week or two of these exercises your facial improvement will be sufficient incentive to make you continue them; but you must not forget to give some time to your neck, for the firmer the contours of your face become, the more necessary is a strong, graceful neck to complete your appearance. If you have a double chin don't resign yourself to it. If you have a stringy neck don't make feeble attempts to massage the hollows away. *Work* them away. Strange, though it is, the same method which fills in the hollows also removes the surplus flesh. There seems to be only one real way of obtaining beauty, and that is working for it.

To get rid of that double chin or to improve the general appearance of your neck, bend your head as far forward as possible, endeavoring to draw the chin right down to the chest. Then reverse the position, bending the head as far backward as possible and making sure that it is pressed well down between the shoulder-blades. Do this slowly and if, at first, any dizziness results, rest a moment before proceeding. Repeat the motion five times and beginning with the second week, add one repetition every other day until twelve repetitions are reached.

At this point the exercise should be done against resistance. Clasp your hands behind your head press forcibly downward until the chin touches the chest, at the same time resisting with the full strength of

your neck muscles. Then raise the head to its normal position still resisting with the hands. Now place your thumbs under the chin and press your head backward as far as you can, resisting with all the neck strength you can command. Do this slowly and with gradually increasing repetitions; but remember it is far more important to do it correctly than to count the number of repetitions.

A second neck developing movement is bending the head sideways, first to one side and then to the other, trying to reach the top of your shoulder with your ear. An advanced form of this exercise is made by resisting with the palm of the hand; but do not proceed to resistance exercises until you have thoroughly accustomed your muscles to the plain bending movements.

Sideward turning is also good. Keeping the eyes level and without bending the head, turn as far as possible to the left, giving a slight tug at the end to insure full contraction. Then reverse the position, bending as far as possible to the right.

Perhaps the most difficult form of all neck work is rotation, and when you feel you have had sufficient exercise to warrant it, begin by bending the head slowly to the left, then backward and finally around to the right in one slow, rotating movement. It must not be done carelessly and you should feel the strain on the muscles. Dizziness can be avoided by fixing the eyes on a point straight ahead and slightly above the eye level. This exercise may be repeated five times at first and the number of repetitions gradually increased.

After you have reached this point in your work you will find that your neck has rounded considerably, that the contours of your face are firm, the wrinkles have disappeared, and that the blood which the exercise has called to the surface has gradually washed away the impurities of your skin and given you that pink and white complexion you have so long desired. Then you will fully realize that the much-praised attribute which you have always regarded with awe, is not so elusive after all, but merely disappears when the muscles have become flabby from disuse.

But now that you have learned the secret of beauty, milady, you may think it not so easy after all.

"These exercises," you say, "will take up so much of my time."

After you have accustomed yourself to them they will require not more than fifteen or twenty minutes of your day, which is scarcely as long as you now spend in smoothing off the edges where your rouge and powder meet, or in pinking your cheeks in a way that will hide the hollows. If beauty is worth having, it is certainly worth working for, and after all you will admit that cosmetics are not really our idea of beauty but merely our apology for not possessing it.

Beginning with the November number of **STRENGTH** Marjorie Heathcote will answer any questions our women readers may care to ask on health or beauty. Send your questions now, signing your name and giving your address. Merely your initials will be published.

The Foods That You Must Eat

(Continued from page 21)

each other nothing is left but neutral salts.

The alkalies are called "bases," possibly because they establish a base for the operation of the acids. Some acids are feeble, others are highly energetic. Lactic acid is one of the feeble acids; sulphuric acid is one of the energetic acids. Both, however, are neutralized by bases. So are all other acids.

It is necessary to understand this because acids and bases are neutralizing each other in the body during every moment of life.

When the acids manufactured in the body, such as lactic acid, uric acid, carbonic acid, phosphoric acid, sulphuric acid, and many amino acids, are allowed to remain unneutralized through some failure of life's processes they attack the tissues, thus producing the result known as acidosis. Acidosis is the curse of all refined food eaters.

This is so because all refined foods are of the acid-producing type. The condition known as acidosis may be feeble or it may be extremely violent. Between the two extremes it can register 100 degrees of intensity, each of which is given a different name by the diagnostician, depending entirely upon the organ or gland of the body mostly affected.

In beri-beri, pellagra, rheumatism, tuberculosis, neuritis, nervous prostration, anemia, and many other disorders acidosis is always present. This means that the acids which develop in the body as the result of the processes of digestion and assimilation have not been neutralized. The bases that ought to be present to do their work have been thrown away.

The living cells, tissues, and nerves which, in health, are bathed in the alkaline fluids natural to them, now become saturated with irritating acid secretions which stimulate them to do all sorts of unnatural things and which, if unchecked, actually bring about their destruction.

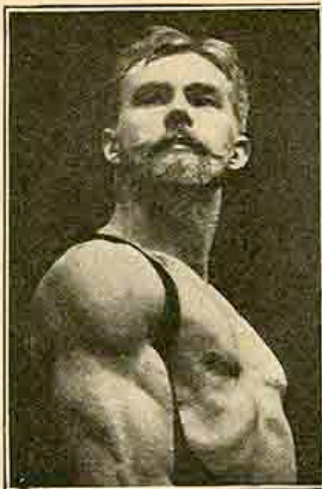
All this has so much to do with beri-beri, tuberculosis, rheumatism, anemia, pellagra, malnutrition, neuritis, nervous prostration and many other diseases that we must begin to appreciate the destroying nature of acidosis and how it is brought about.

We have seen that the function of food minerals, many of which are bases, are:

1. To regulate the specific gravity of the blood and other internal secretions of the body.
2. To regulate the chemical reactions of the blood and other internal secretions and excretions.
3. To preserve the tissues from disorganization and putrefaction.
4. To enter into the permanent composition of certain structures, especially the bones, teeth, and tissues.
5. To enable the blood to hold certain materials in solution and to assist in their appropriation to the needs of the body.
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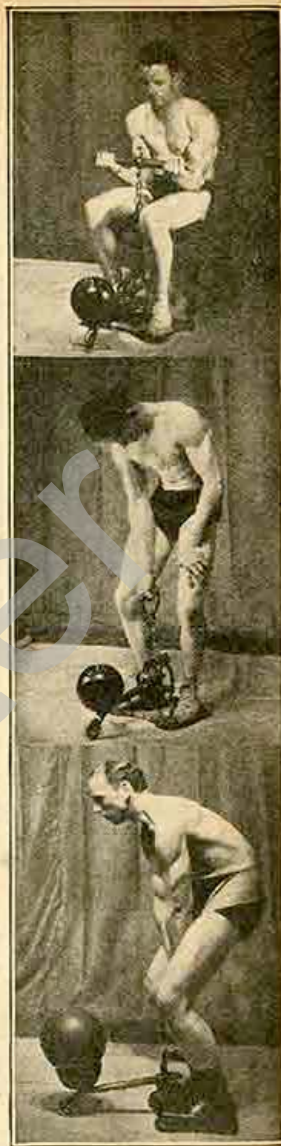
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Dept. B, 305 Broadway, New York City

Notwithstanding the relationship of food minerals to the phenomena of life, there is not one table of caloric values now published in the United States which does not ignore the mineral division of foods. All these tables confine their information to three heads—the so-called life-preservers, "proteins," "carbohydrates" and "fats."

Now all proteins and carbohydrates are acid-forming foods. When consumed without their corresponding bases they gradually bring about a condition of acidosis, which prepares the way for the development of many diseases.

There is much evidence to indicate that it is the development of acidosis in the body which destroys the body's natural immunity to disease. Proteins and carbohydrates are typical high caloric foods.

All the scientists are talking about calories. The dietitians base all their tables and formulas upon these calories. Every hospital and sanatorium in the country talks glibly of calories. All of them see to it that this or that invalid or convalescent receives a certain number of calories every day, and the foods are selected, as a rule, according to a table, depending entirely upon their record as caloric producers.

The failure of the calorie as a preserver of life, health and beauty is so fully established that it should never be necessary to refer to it again. It offsets none of the dangers of acidosis, nor does it help man, woman or child to guard against such dangers.

The great value of whole wheat bread to health, strength and beauty lies in this simple fact: It supplies all the starches necessary for fuel, all but one of the amino-acids necessary for the repair of tissue, an abundance of vitamins for the control of the metabolic processes, all the mineral salts and colloids essential to the maintenance of physiological equilibrium, all the vitalizing and activating substances necessary to normal peristalsis, normal assimilation, normal elimination.

It is a staff of life worthy of the name, straight, substantial, unbroken, capable of giving to Nature all that it has to give, all that bread should be asked to give, all that is necessary to life, health, strength and beauty.

I Don't Fear Cancer Now

(Continued from page 47)

of action and health and that nowhere in the whole length and breadth of it is one unclean spot. I love to dwell on its cleanliness!

This I can assure you is a sure preventive of cancer and I will venture to say that it will cure cancer in its insipient stage, if adopted in time. For the incipient growth would melt away as mine must have done if I had it, for how can it live and flourish and increase if there is nothing to feed it on. It will not feed on perfectly healthy active tissue full of pulsating red blood. It is not reasonable.

I have no longer any fear of cancer, and as I intend to carry on my healthful regime in eating and exercising and getting rid of waste I do not fear the income of age and its menace of cancer. It cannot touch me!

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(Above illustration represents my "Trade-Mark" and shows my first and oldest Nose Shaper. It is not a replica of my latest superior Model No. 25.)

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M. TRILETY, Face Specialist, 2126 Ackerman Bldg., Binghamton, N. Y.



The Punch of Champions

(Continued from page 24)

One of Lavinge's fights with Wolcott was an epic. Wolcott hit a blow like a pile driver. He had many pounds on Lavinge who was lightweight champion of the world. He almost tore the ears off Lavinge's head with those frightful blows, splintered the teeth in his gums, broke his nose and battered him frightfully, but Lavinge kept coming back in one fierce assault after another, tearing in like a fury with those short, straight punches and, at last Wolcott's dusky complexion paled. He became convinced he was fighting a devil in human form, something that even his mighty punches could not stop. He wanted to quit and began to give ground under Lavinge's fierce rushes. He had beaten heavyweights and good ones, too, but he could not beat this king of the lightweights and was beaten soundly himself in the end. There was reason for Delaney classing Lavinge as one of the greatest of the great.

Also without hesitation Delaney named Wolcott as one of the four greatest of them all and pointed to his triumph over heavyweights although only a welter himself, as the motive for naming him among the immortals of the ring.

Third he named Bob Fitzsimmons—the only man in modern boxing history who ever held the world's middleweight and heavyweight championships. Delaney classed Fitz as the greatest middleweight of them all for Ruby Robert was really only a middleweight when he took the world's heavyweight title from Jim Corbett. And what a frightful straight punch Fitzsimmons could hit with either hand. He broke the bones of his hands so often against the heads and jaws of opponents that a wise manager forced him to resort to that solar plexus blow to save his hands, figuring that Bob could bring down an opponent's guard by pounding away at his stomach and thus leave a clear opening to the jaw. When Bob almost killed an opponent with his first real punch to the stomach just below the breastbone the idea of his going back to jaw punching was forgotten and his straight, short jolt to the solar plexus became world famous.

The final one of his list of four of the greatest of them all, Delaney named Jeffries as the heavyweight who could have beaten any fighting man that ever lived. Delaney elucidated along the following lines: Jeffries had been retired for years when they brought him back to fight Johnson and it took Johnson fifteen rounds to knock him out. Even then Jeff was not really knocked out but exhausted. Take Jeffries in his prime and bring Johnson back after the same length of retirement that had been the case with Jeffries, and Johnson could not have lasted three rounds. Of course, there was no way to prove it but any sane follower of the ring will agree that Delaney was right. And Jeff, too, was a straight hitter. He caved in the side of Jack Munroe's face with a straight left and battered in a lot of Tom Sharkey's ribs with the same kind of a punch. Jeff didn't have the speed or anything like it that Dempsey has on his straight punches. They hit entirely differently but both hit

prodigious punches and hit them in a straight line.

Jeff did not have the technique of the short punch that Dempsey possesses, for that is a more modern development among the big fellows. His blows were not so snappy. In comparatively recent years the top notchers have made the short right a science for they have realized the value of it. It enables them to keep the right back as a guard and when the opening appears straighten it out in a short, sharp jolt, a snap punch that has amazing knockout power.

You have taken a handkerchief, stretched it taut and snapped it against someone. It stings. In application that is much like the straight right cross of the boxer. It is most emphatically not a "push" punch. To be most effective it should be all snap. The body is not thrown with it. In its highest development it is a counter punch, a quick jolt that goes through the opening left when the other fellow leads. The shoulder is hardly involved and the right foot is not brought forward a bit as is the case in a swing. Nor does the upper part of the body come around as it does with a hook. It is purely an arm punch accompanied by a slight straightening of the body. Any attempt to bring the body into play with it is sure to spoil it, "telegraphing" it to the other fellow.

Probably it is the hardest of all punches to master but with the left jab it is the keystone of modern boxing, the punch that makes champions. There is a lot of talk about Dempsey's deadly hooks and they are deadly, but Tom Gibbons found them easy to stop. They are deadly only against the over-rated and clumsy crop of heavies who are literally thrown to the lions against a man like the champion. Against Firpo it was the straight punch that did the damage. Even against Carpentier when Dempsey tried to resort to the hooking plan of battle he was almost knocked out and only retained his crown because the Frenchman did not have the weight of guns to knock him out. It was when Dempsey tried to hook that Georges got over his famous leaping right hand punch. After being twice hit with it and shaken to his heels, Dempsey closed up, abandoned the hooks and battered Carp into defeat with short, straight punches, knowing full well that in this way he could keep his own guard close and high where Georges could not penetrate it.

It is a punch that can be acquired by practice and one that does not require tremendous leverage. The snap in it is what makes it the greatest of all punches, in every sense the punch of champions.

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PYORRHOEA. Age 65. Pus ceased on 7th day.

PREGNANCY. Age 30. With last two children suffered no nausea, no swollen feet, nor constipation as previously. Delivery painless.

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The Dinner Table

(Continued from page 59)

Here is a New Yorker who read Alfred W. McCann's "Science of Eating" and followed his dinner menus and then forgot to look at what he said about breakfast and lunch.

A man who is 5 feet 11 inches tall ought to weigh between 165 and 170 pounds. Much less than that usually is accompanied by low vitality, fatigue, and a fine condition in which to catch any ill that comes handy. The first essential for correcting such a condition is the right kind of diet. Carbohydrates and fats are the foods he needs to add to his weight and increase his energy and strength.

A glass of milk is an excellent start for breakfast, but for a man who works all day and has a light lunch it is not likely to be enough. If you will examine Mr. McCann's menus for breakfast, you will see that in addition to the milk he invariably includes some kind of fruit, a whole grain cereal or an egg, and butter with whole wheat bread in some form, either muffins, pancakes or toast.

Mr. J. D.'s lunch might be improved too. Mr. McCann prescribes whole wheat bread and butter in addition to whatever else is desired for the third meal. Some fruit and green vegetable ought to be the rule, but for the man who is under weight and working, that probably is not enough, and there are other things that might be better than nuts for at least a part of the time. This is a good time to work in the milk either plain or in cream soups, milk toast, or buttermilk. He ought to get not one bit less than a quart of milk a day.

Constipation Is The Cause of Most Digestive Troubles

The gas pains may be indirectly due to his undernourishment, but constipation is probably the direct cause. The correction of this trouble is his surest means of relief. Once a day is not often enough to move the bowels. Primitive man, like the animals, moved the bowels three times a day, once after each meal. The restraints of civilization have trained man into an unnatural habit of storing up the waste material in the intestines to be evacuated once every twenty-four hours. That affords it time to form toxins or poisons that are absorbed and distributed throughout the whole body and may be the direct or indirect cause of every ill for which the medical profession ever found a name. Every one ought to move the bowels at least twice every day, and for corrective measures, three times.

In addition to fruits and green vegetables, the best of all laxative foods is bran. For special laxative purposes it should be taken three times a day in quantities varying from one to two tablespoonsful. Don't take it by itself like a medicine. It is a splendid food. Its bulk is valuable for keeping the food and waste continually moving through the digestive tract. It is also rich in mineral salts and vitamins. So treat it with the respect due a food of such importance. Mix it with the breakfast food, put it in the soup, combine it with fruit, and eat it like cereal with cream or whole milk.

Another harmless laxative is agar, a product of Japanese sea weeds. It is not, strictly speaking, a food, but it provides the bulk that helps elimination. Mineral or paraffin oil is a good lubricant but it has no bulk. The two combined and used in connection with the meal and mixed with the food are often successful where the laxative foods are not enough to secure results.

Dear Mrs. Randolph:

For many months I have had a coated tongue. Would you please tell me a solution for this.

Sincerely,
R. M.

Your trouble is probably like that of J. D., faulty elimination. Follow the directions which I have just given him for correcting constipation. Keep it up until you succeed, and I believe the coating on the tongue will disappear.

Baxley, Georgia, Box 51.

Dear Mrs. Randolph:

I noticed in your department that it was hard to obtain open kettle molasses or syrup. I live in a section where a lot of sugar cane is raised and syrup made in open kettles or boilers. A few people make their own sugar, the natural brown sugar.

Do you suppose that if I were to put an inexpensive ad in two or more health magazines, that I could sell some at a fair profit?

Yours respectfully,
R. W. Branch.

Many readers have written in to know where they could buy open kettle molasses, and we are glad to have this letter for it may solve the problem. We hope that those who would like to order the molasses will write either to Mr. Branch direct or to Mrs. Randolph in care of "The Dinner Table."

Deferring Old Age

(Continued from page 62)

not content with the amount of sugar nature put in the fruits and vegetables for us, and we fill ourselves with so much free sugar that we get diabetes or suffer from intestinal sugar fermentation. We have discontinued the use of natural salt as derived from sea-water by evaporation and we are becoming a nation afflicted with goitres. The sea salt contained iodine, which the refined salt of commerce does not. And without iodine we grow goitres. And our refined foods lack other mineral salts that our ancestors ate in their natural foods and that gave them teeth that lasted as long as life. But we cannot train dentists fast enough to plug the holes that come in our decaying molars.

If we want to be healthy, if we want to enjoy a sound old age, if we do not wish to become decrepit and infirm, we shall do well to remember that we cannot with impunity violate nature's plan in respect to activity. We must plan to do physical labor every day of our lives, whether that labor consists in walking or running or sawing wood, or playing handball, or what

not. What we need is the will; not the opportunity. That is always with us. I know of a gentleman who lives in a suburb of Philadelphia. All his life he has been a runner. He still runs, though he is now well along in years. But to prevent his neighbors thinking he is "queer," he does not go out and just run. He waits each morning until he can hear the whistle of his train as it blows far up the road. Then he rushes for the station. He can just make it before the train gets in. So he gets his daily run of a quarter mile or more, and he gets considerable walking at the other end of his journey, too.

I wonder how much we would give to find the fountain of youth, if such a place really existed. No need to wonder. As far back as Ponce de Leon, we endangered our lives for the possession of that marvelous fountain. But if it were right here before our eyes, and would cost us a little work, we would have nothing to do with it.

If we were told to take a certain pill to retain our youth, the world would go mad to obtain it; but tell the average man to walk or run so many miles a day, and he will answer "I haven't the time."

We "haven't the time" to add five, ten, fifteen or even twenty years to our existence. It's a queer world, isn't it?

If only we stop to think about it, when nature planned for family life, she also planned for proper exercise for her human creatures. What could be better than sawing and splitting wood, digging in the garden, and like homely tasks. I know a woman well along in years who keeps in excellent shape. I asked her the other day how she did it. "By housework," she replied. "That gives me exactly the kind of exercise I need. I have to bend to get under the beds when cleaning floors, and sweeping with a broom exercises my body muscles well, and I don't know where you could find better exercise than you get in shaking rugs."

But what do we do? We abandon this natural form of existence in which every family is practically an independent unit, and crowd into the cities where we have no gardens to dig, no wood to saw, no ashes to carry, no furnace to tend, no lawn to mow; where, in short, like caged canaries we have everything done for us. No wonder we suffer a multitude of physical ills our grandfathers never knew.

It really looks as though God knew what he was doing when he planned things for man. I don't know who the man was that got up the story about Adam being cursed with work. But whoever he was he should have been hanged to the nearest tree. For he has made a big part of the world believe that work is a curse. Work is God's chief blessing to man. If we'd just follow the natural law of labor, we'd all be able to dig ditches or play tennis or do most anything else when we are seventy-five. We'd be like the Pennsylvania hunter, who went into the forest the other day at 83 years of age and came out with a good bag of game. His mind was good, his hand steady, and his eye clear, doubtless because he had always hunted and pursued other like beneficial activities. And we'd have arteries that were still soft and pliable, yet strong and powerful. We'd be young at eighty, instead of old at sixty.



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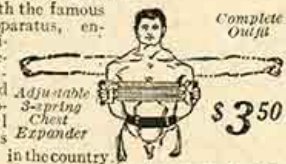
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The Cause of Footstrains and How to Relieve Them

(Continued from page 53)

of foot ailments and in methods of correcting them.

Diagnosticians began to really find out some things then. They learned that some types of knee trouble and many painful conditions in the lower part of the back could be traced directly to the feet, also that many cases of organic trouble, stomach ailments, constipation and other ills were due to bad feet. They found many instances where the whole body was out of alignment due to a fallen arch. The spine had changed its natural curves in an effort to compensate for the new line of weight, and that had brought pressure on certain nerves or blood vessels, cutting off the supply of blood food and nerve energy to this or that part of the body.

Having gone thus far to show some of the causes and effects of foot ills let us take one of the most common troubles—foot strain. It is often wrongly diagnosed as flat foot and this wrong diagnosis spells failure in treatment.

Foot strain is peculiarly a product of civilization as are most other foot troubles. Compare the feet of the civilized man wearing shoes and that of the American Indian, barefooted or in soft moccasins, or any other barefoot savage and you will learn some interesting things. In the man who wears shoes the muscles of the feet are not well developed and the joints not nearly so flexible. Also his toes do not spread apart the better to grip the ground and give his walking gait more power. In other words his toes are not really carrying their part of the burden of pushing his weight along.

When the man in shoes takes a step his heel comes down first, then the outer rim of the foot takes up the burden and passes it on to the ball of the foot which not only has to carry the full weight but propel it forward, a task that was intended for the toes. Also because his toes cannot spread out to carry their share of the burden he walks in "toes out" fashion to better preserve his equilibrium. Thus, when he moves forward all the weight of his body and the pushing forward motion is borne by the arch which was intended to bear only a part of it. What else could you expect than that arch troubles would result, or severe cases of foot strain?

Go back to the savage. He walks with feet paralleling each other, the toes pointing straight forward. The muscles under his arches are invariably well developed and so are those in the calf of the leg although they may well be of the long, flat type lending the appearance of extreme slenderness. Where the weight of the man in shoes falls first on the heel that of the savage falls on the ball of the foot from where it is divided with the center of the instep and the outer rim. His toes reach for the earth and grip it, spreading. As he goes forward they help mightily to thrust his weight on. There is no continuous and shocking impact up the spine as the heels hit, no severe muscle strain in the calf of the leg. He walks silently, smoothly, tirelessly. To him foot strain is unknown and we who wear shoes could avoid a great deal of it by learning to walk properly with

the feet straight forward, parallel to each other, wearing shoes that allowed the toes to spread and also by taking a few very simple exercises to strengthen the muscles under the arches, in the ankles and the calves.

It might also be mentioned here that these things will serve other purposes at the same time. They will make the legs and ankles more shapely and well turned and also develop good calves as well as reduce fat ankles and build up those that are too slim.

There are certain well defined symptoms by which foot strain may be known. They include soreness and pain over or under the arch, at the outer border of the foot, the ball of the foot, in the heel and in the muscles of the calf. Pain may occur suddenly in one place and be as suddenly transferred to another location. It is increased by use of the foot. General muscular fatigue follows.

This condition is due to muscles no longer able to stand up in the performance of their tasks and the entire support of the body is thrown on the ligaments which may become stretched. The bones of the foot are always out of place and treatment cannot be successful unless these bones are replaced and the weakened muscles and ligaments restored to normal.

Foot strain can be readily overcome but it should be given every attention. There is a tendency to diagnose it as flat-foot, which it most decidedly is not. Frequently it is associated with normal feet.

A simple course can be pursued to overcome it. Three times a day for a period of about ten minutes each time they should be alternately dipped in a bucket of hot water and one of cold.

This is what is known as a "contrast bath" and it serves to ease the pains by bringing more blood to the parts to help repair the damage. It also tones up the muscles and the blood vessels. Massaging with quick, short motion at the arch of the foot and other points where there has been pain is also very helpful and should be given three times a day for periods of ten minutes each.

That brings us down to the matter of exercising the feet in a special way to bring the muscular strength and freedom of blood and nerve supply. These exercises will be found to have amazing effects if persisted in.

Do not wear shoes while performing these exercises.

Exercise No. 1: Lie on the back on a table with the heels on the table. If you do not have a table sufficiently large for this the floor will do.

Extend the toes downward as far as possible in the position they would take if you were a toe dancer.

Hold the toes in that position for thirty seconds, then return them slowly to normal.

Exercise No. 2: Flex the toes slowly as far as possible up toward the body. Hold this for thirty seconds and then return them slowly to normal.

Exercise No. 3: Throw the outer side of each foot outward as far as possible. Hold for thirty seconds and then return slowly.

Exercise No. 4: Throw the inner side of each foot slowly inward and hold this for thirty seconds. Then return to normal.

These exercises probably seem ridiculously easy, but if persisted in for a few minutes each day they will build up the foot, the ankle and the calf of the leg and keep them toned up and healthy.

In this article foot strain has been discussed primarily because it is the most common of foot ills and one of the least understood. In future articles we will take up flat feet, hollow feet and other ailments, but these exercises are designed to aid all of these ills so the individual with any one or combination of them can and should take these exercises and persist in them. For the first few days or perhaps over a period of a couple of weeks no results will be noticed except perhaps a tiredness and slight aches. Gradually that will disappear and the exercises will come more and more easily. When that happens you may know that the muscles are beginning to build up.

Strength of the Frozen North

(Continued from page 33)

may smile at; but no one can know them as I have been privileged to and fail to accord them an immense, admiring respect and real affection.

Gentle and Strong

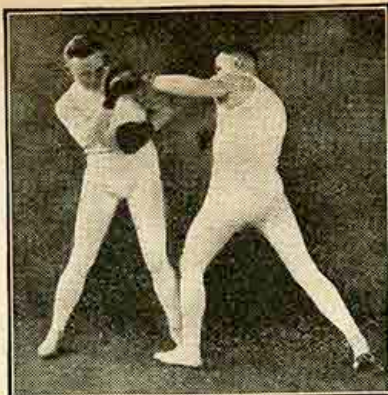
Like all truly strong men, these supermen of the North are gentle, too. If you entertain any idea that such rough-appearing fellows are blustering brawlers, prone to fight and knife each other, or to shoot at the drop of the hat, pray banish it. A good many years have passed since there has been a murder in Newfoundland and violence of man against man is the rarest of circumstances. During all my weeks aboard the *Terra Nova* and coming back to St. John's on the *Eagle*—to which I transferred over the ice—I never heard a word spoken really in anger, or saw a blow struck.

The seal-hunters appear to me like great overgrown children, with love of physical prowess and hard work as their main criterion and standard of a man's worth. Every one among them has to stand squarely on his own feet and be judged solely on his power to deliver the goods—which is absolutely as it should be. The weakling or the quitter has no place among them and is swiftly eliminated. Right again!

Simple, friendly, admirable chaps they are, dowered with primitive but fascinating qualities. They remain in my memory as in many ways the very finest types of manhood I have ever met in all my long trek hither and yon. The strength of truly great bodies and noble souls—the strength of the vast silent places, the immense and pitiless North—is theirs. A gift how wonderful!

Sometimes now when petty annoyances vex me, I stop and think of the miraculous, glittering days I lived among those Vikings of the Ice.

To have known such places and such men; to have grasped, if only for a few weeks, the Strength of the Frozen North, I deem a privilege beyond compare.



Mike Gibbons blocking left hook led by Tom Gibbons. Illustrations in the lessons are four times bigger than this photo.

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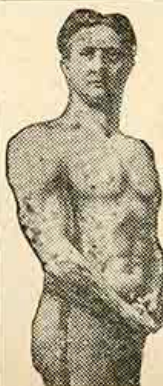
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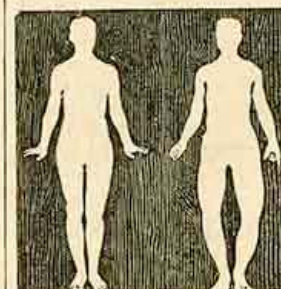
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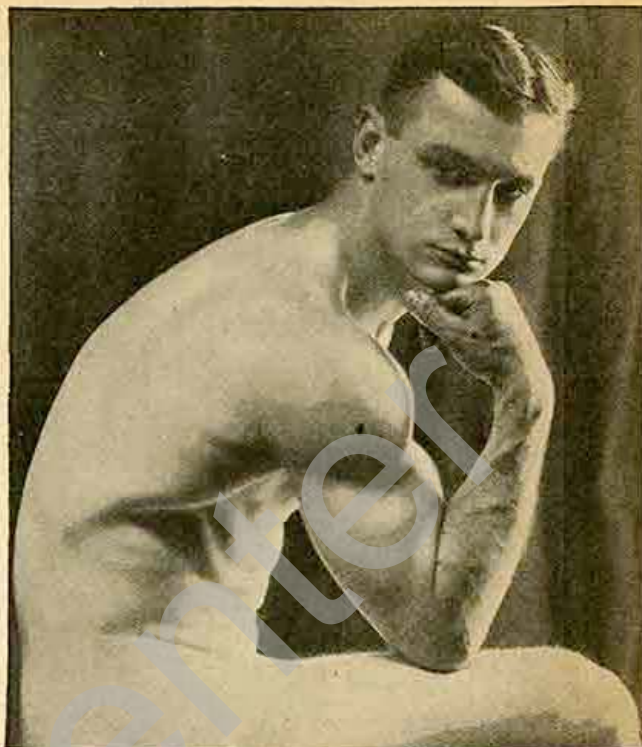
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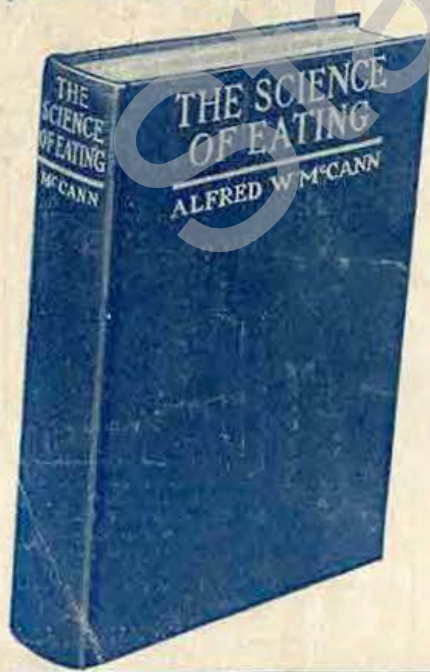
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