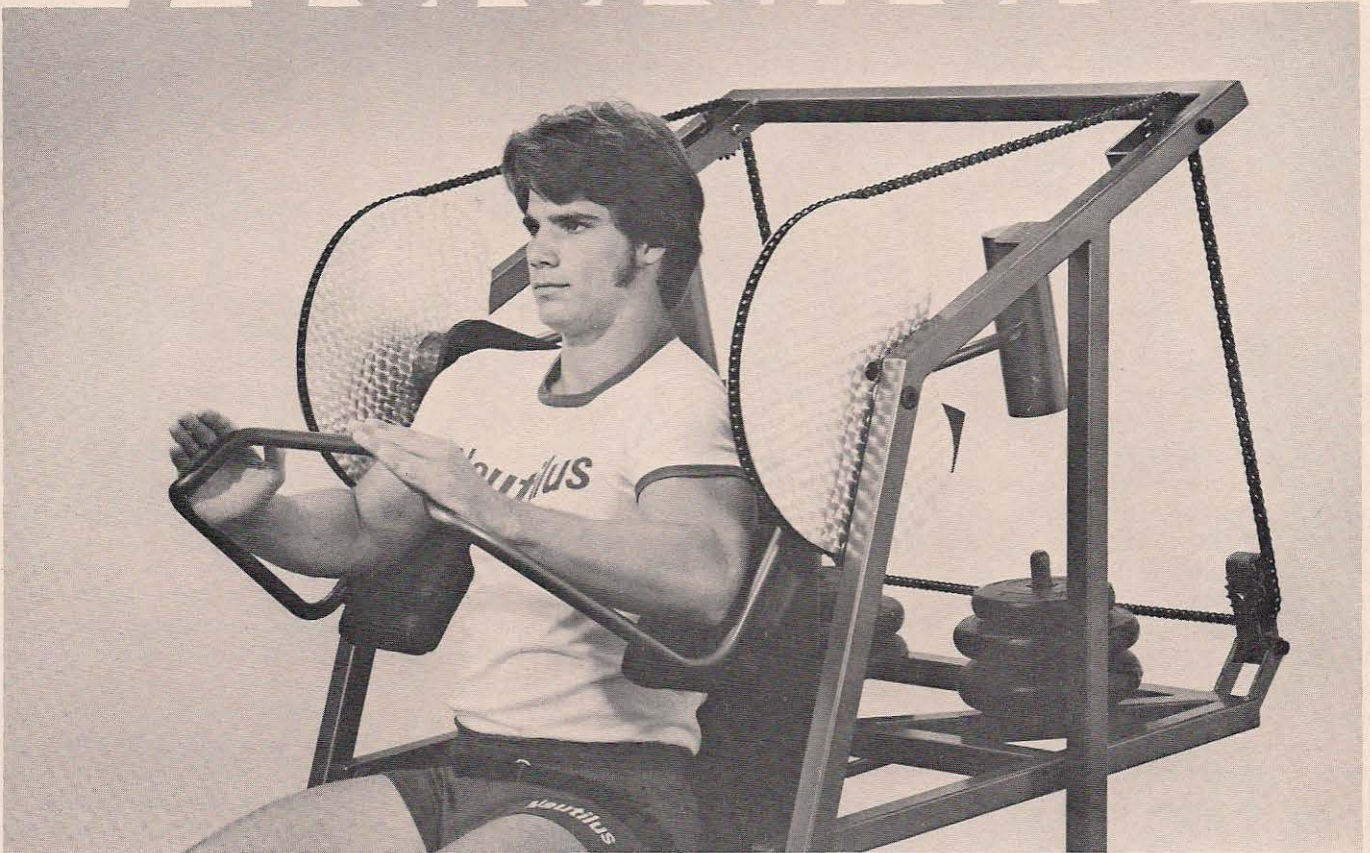


Nautilus



TOTAL CONDITIONING FOR ALL SPORTS

The most advanced system of training for

STRENGTH & MUSCULAR ENDURANCE

CARDIOVASCULAR ABILITY

FLEXIBILITY

For additional information please contact:

Nautilus Canada Sports/Medical Industries

1485 Triole Street ■ Ottawa, Ontario, Canada K1B 3S4 ■ Telephone (613) 746-5863

Nautilus and ...

For years Baseball players and coaches have feared weight training as support activity for their sport. Perhaps with good cause . . . for improper conditioning technique CAN result in a loss of flexibility.

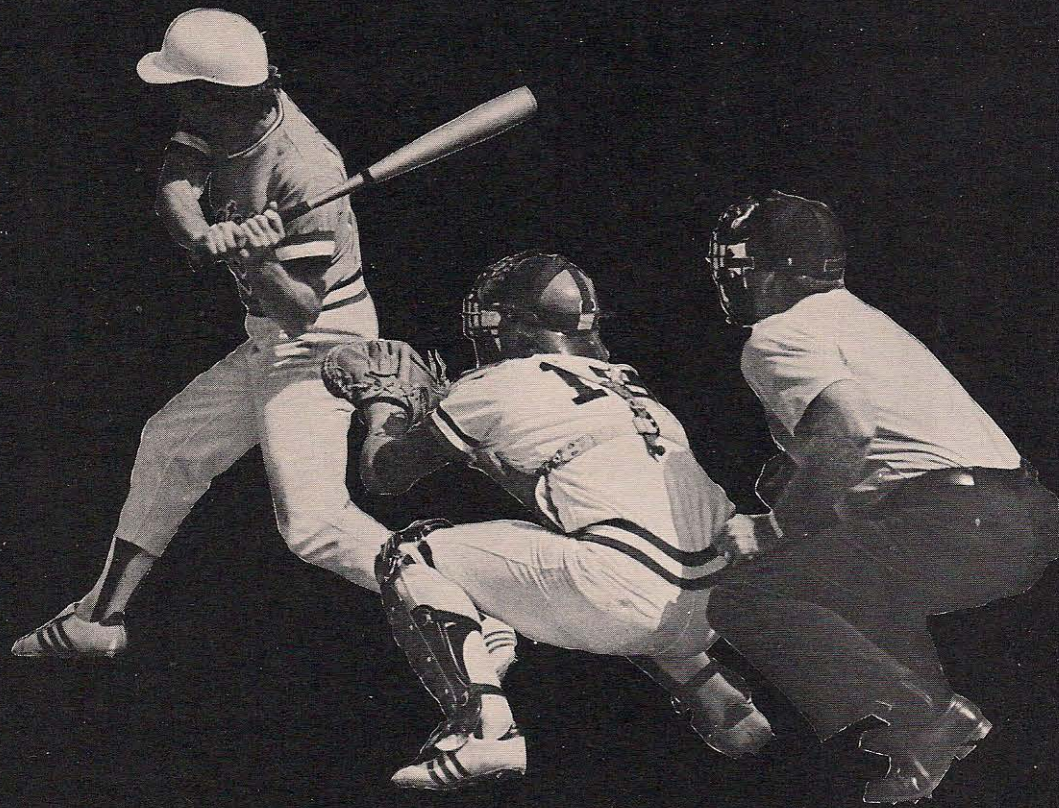
Proper conditioning has certain requirements: Rotary movement, Direct resistance, Automatically-variable resistance, Balanced resistance, Positive work, Negative work, Stretching, Pre-stretching, Resistance in position of full muscular contraction, and unrestricted speed of movement.

And only Nautilus provides the tool capable of meeting these requirements.

In 1975 only one professional baseball team trained with Nautilus . . . [both pre-season and in-season], and that team was the 1975 World Champion Cincinnati Reds.



the World Series



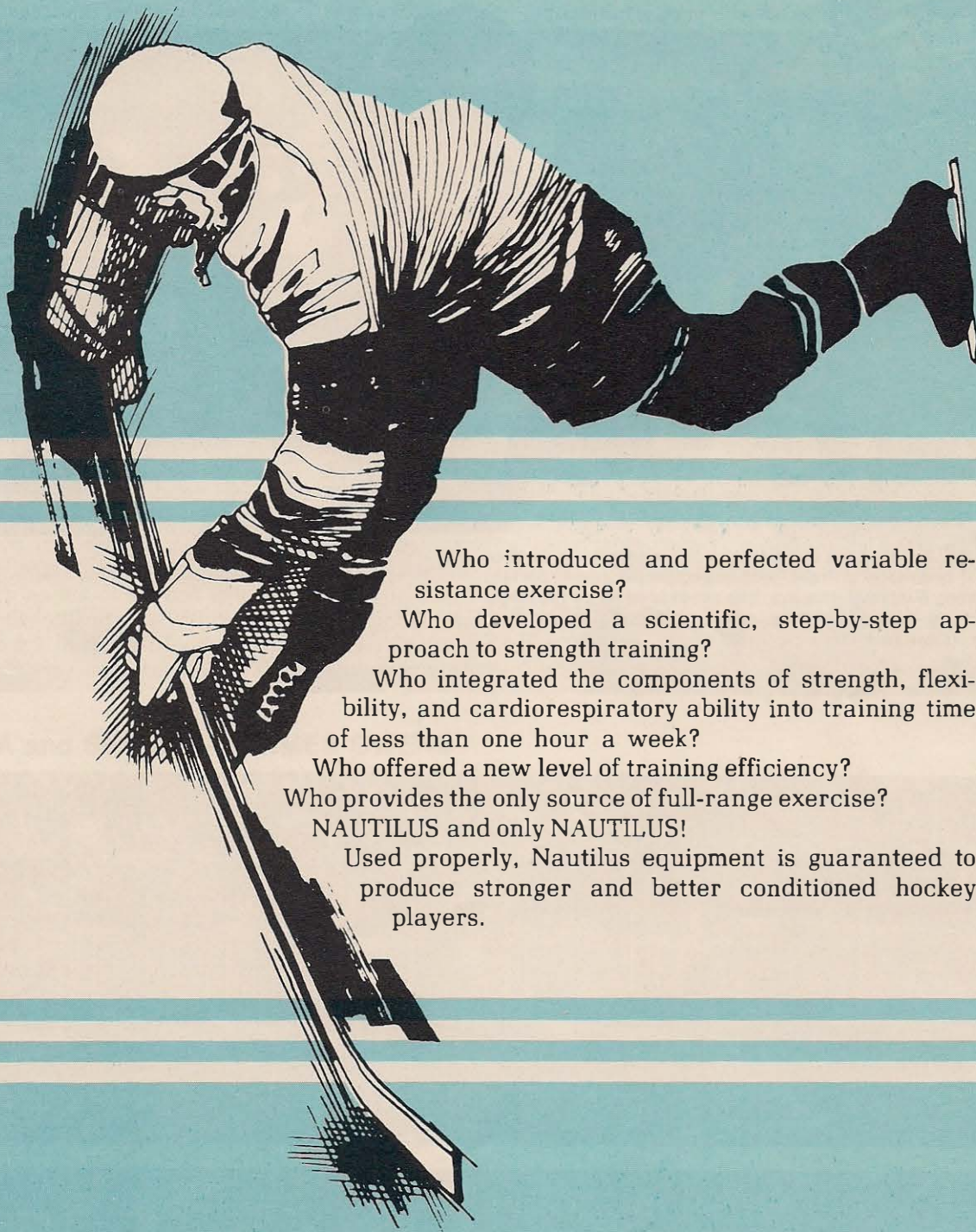
In 1976 only two professional teams trained with Nautilus and those teams are the 1976 World Champion Cincinnati Reds and the American League Champion New York Yankees.

The leaders in professional baseball have recognized the value of a scientifically based conditioning program and have placed their confidence in Nautilus, the professionals in sports medicine.

***Nautilus* SPORTS/MEDICAL INDUSTRIES**

P.O. Box 1783 ■ DeLand, Florida 32720 ■ Telephone (904) 228-2884

Nautilus for Hockey



Who introduced and perfected variable resistance exercise?

Who developed a scientific, step-by-step approach to strength training?

Who integrated the components of strength, flexibility, and cardiorespiratory ability into training time of less than one hour a week?

Who offered a new level of training efficiency?

Who provides the only source of full-range exercise?

NAUTILUS and only NAUTILUS!

Used properly, Nautilus equipment is guaranteed to produce stronger and better conditioned hockey players.

Nautilus Sports and Health Industries Western Canada Ltd.

8204 104 Street ■ Edmonton, Alberta, Canada T6E 4E6 ■ Telephone (403) 439-5856

Nautilus for Football

Football events require speed, strength, and flexibility. No team can excel in football without these assets, and all athletes need proper training to insure proper development in these areas.

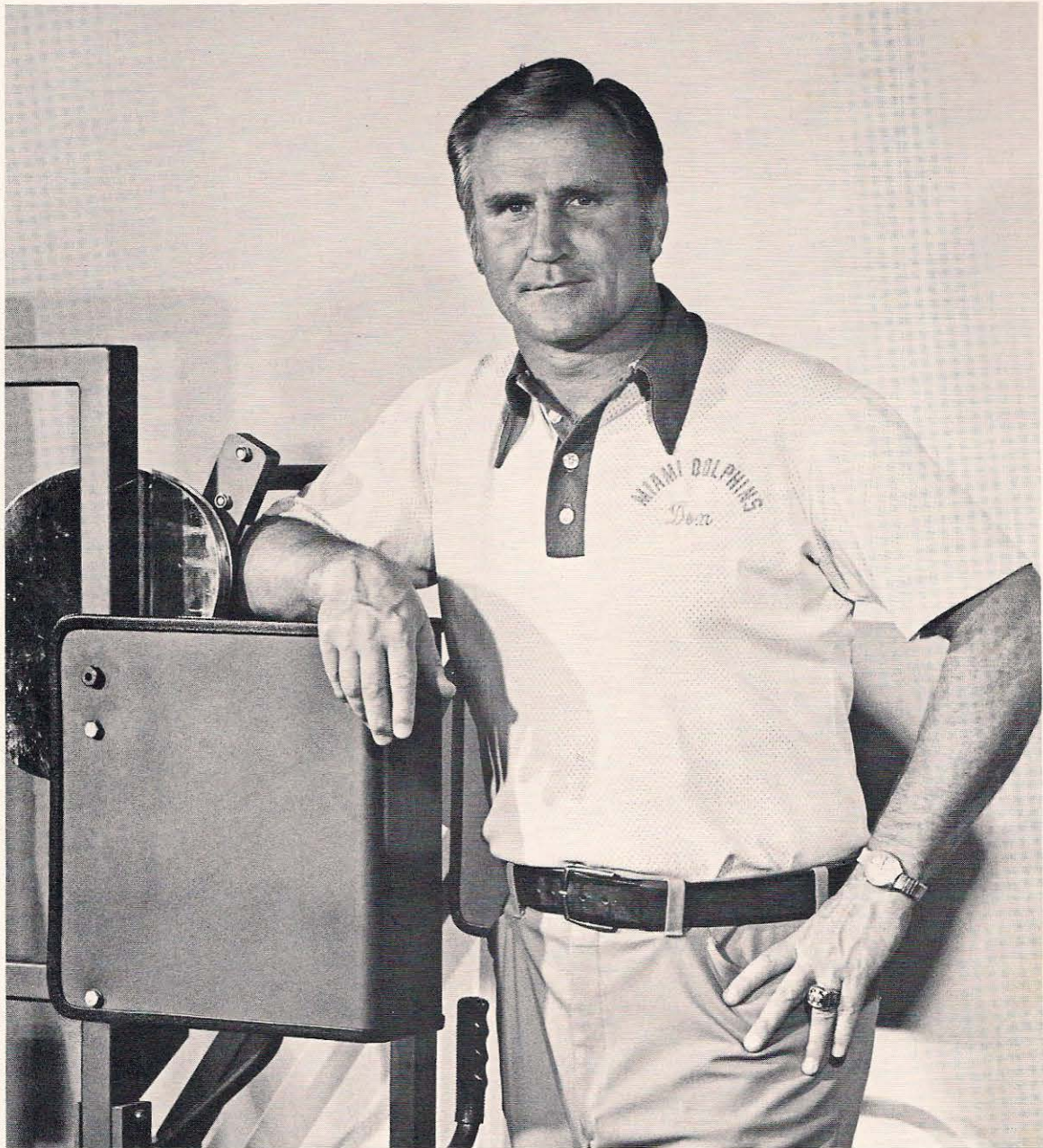
Nautilus offers legitimate conditioning. The kind of conditioning that brings consistent success. A new level of training efficiency is offered, and you won't find it with other exercise equipment. Nautilus is the most desirable training equipment in the world. And with the importance placed on winning, it doesn't make sense to settle for less.

We welcome all inquiries regarding our products, and our complimentary brochures will prove helpful to all coaches and athletes.



Nautilus Sales Inc.

8036 Cedar Springs, Suite 204 ■ Dallas, Texas 72235 ■ Telephone (214) 350-2418



The Nautilus Neck Machines are the most important new strength building equipment I have seen...essential for all athletes, especially for High School Football Players.

Don Shula

COACH/MIAMI DOLPHINS

Nautilus of California

2285 Las Positas Road ■ Santa Barbara, California 93105 ■ Telephone (805) 687-8229

The Importance of

The development of skill in a particular sport serves only one purpose . . . it enables you to use the strength of your muscles with greater efficiency. So skill is certainly important. But in the end, it is the muscles that perform the work.

Cardiovascular "condition" is also important . . . because it enables you to use the strength of your muscles without being limited by the heart and lungs. But it is the muscles that perform the work.

If an individual is blessed with good bodily proportions, he has a distinct advantage . . . because his muscles are given the assistance of favorable leverage, can work with greater than average efficiency. But the muscles still perform the work.

All really outstanding athletes have superior neurological efficiency. In a maximum effort, they are able to make use of a far higher than average percentage of their muscular mass. Their muscles are no better (nor worse) than the muscles of other men . . . they simply have the ability to utilize a muscle more efficiently. But still, it is their muscles that perform the work.

All of the above four factors are important to an athlete, in any sport . . . (1) skill . . . (2) "condition" . . . (3) favorable bodily proportions . . . (4) superior neurological efficiency. Lacking any one of those factors, an athlete will never be successful in his chosen sport.

YET . . . even if given great skill, outstanding condition, favorable bodily proportions, and superior neurological efficiency . . . an athlete will never reach the level of performance of which he is potentially capable without proper development of the muscles themselves. Because . . . while all of those factors aid the muscles, it is the muscles that perform the work.

If all of the other factors are favorable, an athlete with only average muscular strength may still perform above average . . . but he will fall far short of his real potential.

Functional ability is a result of many factors . . . if all of the factors are favorable, an above average degree of ability will be produced . . . if all factors are outstanding, a championship level of performance will be produced. But if even one of the factors is below average, then an outstanding performance is simply impossible.

Some factors can be improved by proper training . . . and some cannot. You can improve

skill, and doing so will usually produce the degree of cardiovascular condition required by a particular sport. But you can do absolutely nothing to improve the bodily proportions or neurological efficiency of an athlete . . . which factors are determined by heredity, and are not subject to improvement.

Skill in a particular sport, in any sport . . . comes only from the practice of the sport itself. Supplemental training devoted to other activities will do little or nothing to improve skill; in effect, running will not improve your skill at swimming . . . tennis will not improve your skill at basketball.

Skill is undoubtedly the most important factor in almost all sports . . . and a very high percentage of all sport-connected training is devoted to the development of skill, and it should be. AND . . . training devoted to the development of skill simultaneously improves the cardiovascular condition of an athlete; in effect, the practice of basketball gives an athlete the "wind" required to play basketball . . . swimming gives an athlete the wind needed for swimming. So skill and condition are linked in the sense that training devoted to increasing skill also results in an improvement in cardiovascular ability.

If skill and condition are considered to be only one factor, and for all practical purposes they are . . . then it is obvious that there are only two variables that are subject to improvement, two factors that can be improved by training . . . (1) skill . . . and (2) strength.

THUS . . . it follows that almost all training should be devoted to the improvement of skill and the development of strength. Yet, in practice, in most sports . . . the important factor of strength is usually ignored. Primarily, I think, because the importance of muscular strength is not understood . . . and in many cases is even feared.

In an automobile, the "strength" is provided by the engine . . . and nobody doubts the requirement for a powerful engine in a high-performance car. But a strong engine is not enough by itself . . . it must be linked to a good transmission and the other required parts of the power-train; if even one of the many parts is weak, then the power of the engine is largely wasted.

So the other parts of the power-train are just as important as the engine . . . but without a powerful engine, a high level of performance is still impossible.

Strength in Sports

If all of the other parts of the power-train are good, a weak engine may be enabled to work so efficiently that a reasonable level of performance is produced in spite of the weakness of the engine itself. BUT . . . the same good power-train linked to a strong engine would produce outstanding performance.

In an athlete, the power-train consists of several factors . . . (1) skill . . . (2) cardiovascular ability, or condition . . . (3) bodily proportions . . . and (4) neurological efficiency. All of which factors must be good in order to make efficient use of the power produced by the muscles. BUT IT IS THE MUSCLES THAT PRODUCE THE POWER.

Strong muscles are of little use if the other factors are weak, but the other factors are of absolutely no use without the power produced by the muscles.

Most outstanding athletes are superior . . . "in spite of relatively weak muscles" . . . in effect, they have a very efficient power-train, and are thus able to use the power of a weak engine with far greater than average efficiency. But given stronger muscles (a better "engine") . . . their performance would be greatly increased.

One hour of weekly strength training will double the strength of almost any athlete in less than a year. And doing so will increase his level of performance, in any sport. While greatly reducing the chance of injury.

Doubling a mile-runner's strength will not double his speed . . . but it will make him faster than he was.

Doubling a basketball player's strength will not double the height of his vertical jump . . . but it will make him able to jump higher than he could. Twelve days of proper (and very

brief) strength training added an average of 1.95 inches (NEARLY TWO INCHES) to the vertical-jumping ability of the Stetson University Basketball team last season . . . and they then went on to compile the best record in their history.

Many coaches spend a large part of their time looking for an "edge" . . . a previously untapped advantage. And the advantage has been there all the time, PROPER STRENGTH TRAINING.

But supplemental exercise is not enough . . . it must be PROPER EXERCISE, full-range exercise, properly planned and properly performed.

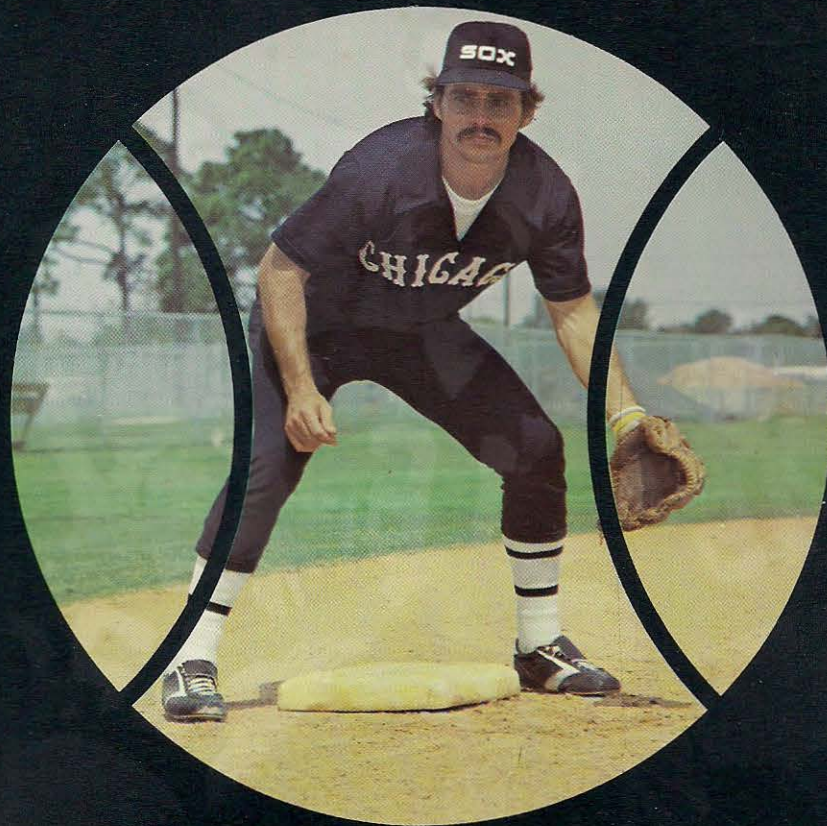
AND . . . Nautilus is the ONLY source of full-range exercise.

During the last three years, hundreds of coaches, trainers and athletes from all over the world have been trained by the Nautilus staff in Florida . . . at no charge. At the moment, we are building the largest and finest training and rehabilitation clinic in the world . . . 30,000 square feet under one roof, with several additional acres of outdoor facilities. Upon completion, the clinic will be fully equipped with all of the latest developments for testing human performance . . . and will be staffed by recognized leaders in Physiology. The facilities and services of this clinic will be available to any coach, trainer or athlete . . . at no charge. In the meantime, we will continue to train as many people as possible in our present facility . . . but we are momentarily limited to approximately 300 trainees on a full-time basis, so arrangements should be made in advance.

for additional information, please contact...

Nautilus Midwest

1 Corry Street, University Plaza ■ Cincinnati, Ohio 45214 ■ Telephone (513) 221-2600, 281-8172



Nautilus and Baseball

The Reds believe it is more than a coincidence that since they went on Nautilus training to improve strength and endurance they have won two world championships . . .

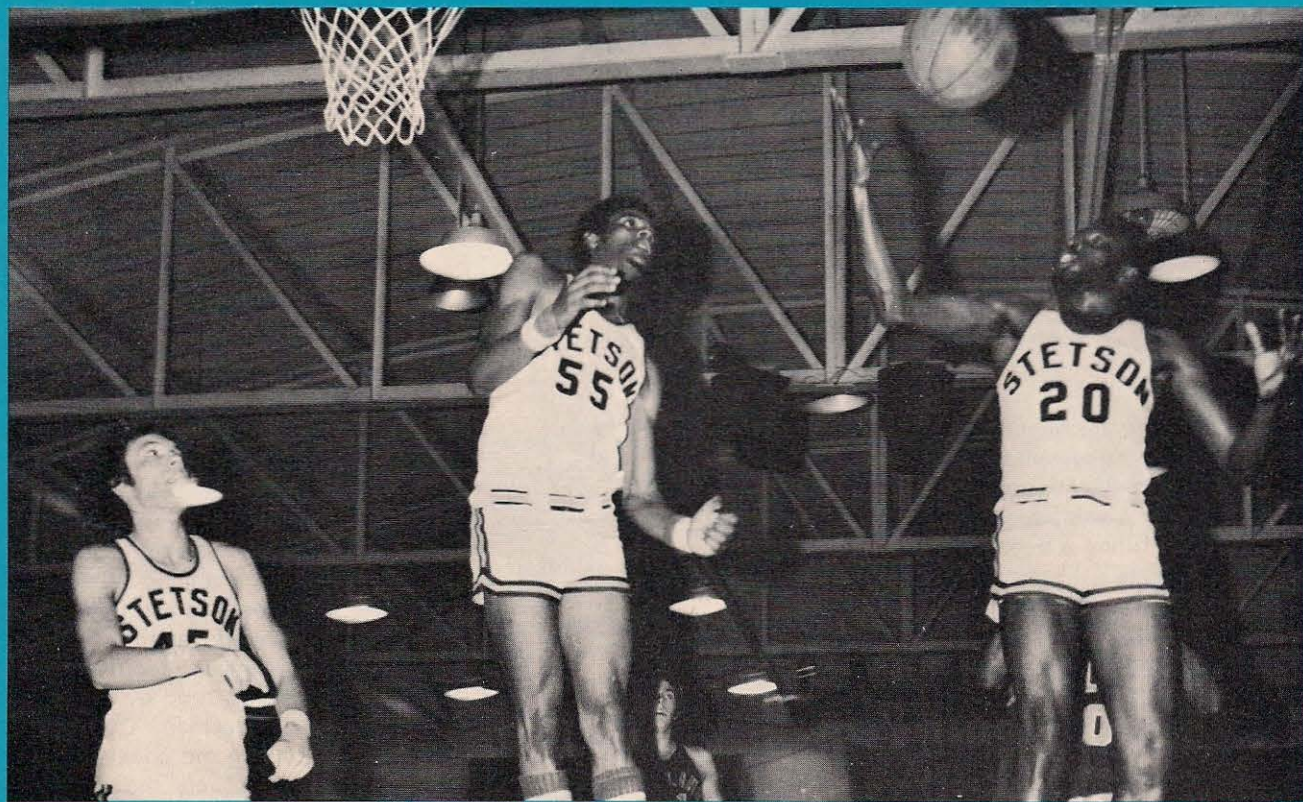
The Reds went to the machines after a study showed 85% of their injuries were muscle-oriented . . .

Half these injuries, they figured, were due to lack of strength or a balance of strength . . . "We believe in the Nautilus," said team trainer Larry Starr. "We have decreased our leg problems, getting few, if any, knee or hamstring injuries making players lose time and we have decreased the number of injuries caused by fatigue over a game or a season."

Copy reprinted from the Cincinnati Enquirer, February 11, 1977

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The most advanced system of training for

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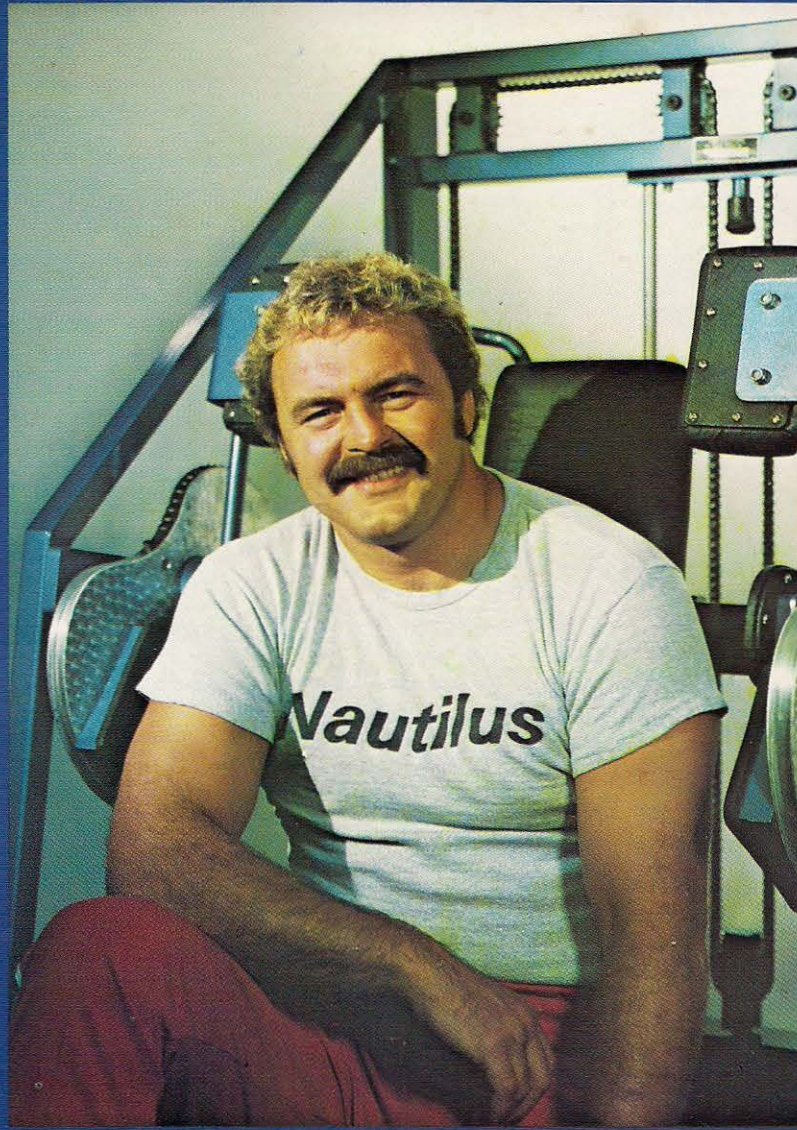
CARDIOVASCULAR ABILITY

FLEXIBILITY



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Mick Butkus