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# TIME MACHINES . . . . .

## By NAUTILUS

“The revolutions in the history of science are successful escapes from blind alleys. The evolution of knowledge is continuous only during those periods of consolidation and elaboration which follow a major break-through. Sooner or later, however, consolidation leads to increasing rigidity, orthodoxy, and into the dead end of over-specialisation — to the koala bear. Eventually there is a crisis and a new ‘break-through’ out of the blind alley — followed by another period of consolidation, a new orthodoxy, and so the cycle starts again.

But the new theoretical structure which emerges from the break-through is not built on top of the previous edifice; it branches out from the point where (previous) progress has gone wrong.”

ARTHUR KOESTLER

The first real ‘break-through’ was the barbell — an invention that was developed out of the knowledge that heavy resistance exercises were of value. But during the following years of consolidation the entire field of exercise gradually moved deeply into the blind alley of tradition. . . . “If SOME is good, then MORE is better.” (Not true, of course, but very widespread belief at the moment.)

NAUTILUS has gone back to the point where the science of exercise went astray — instead of blundering into the blind alley of current dogma we have departed in an entirely different direction, a logical direction, a practical direction. And the results speak for themselves. Nautilus exercises have very little in common with barbell exercises — they were not intended to; instead, they were designed to produce the type of results that are impossible with a barbell.

The makers of other types of exercise machines are still stumbling along in the blind alley of the barbell tradition — their machines merely attempt to copy the functions of a barbell.

If you are interested only in “exercise,” then train with a barbell or with the machines that are copied from a barbell — but if you are interested in the best possible results from exercise in the least possible time, then train with Nautilus Machines.

**ARTHUR JONES PRODUCTIONS**  
P.O. Box 1783, DeLand, Florida 32720  
Phone area code 904 228-2884

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RIVERFRONT STADIUM . CINCINNATI, OHIO 45202 . 513 / 621-3550

September 14, 1972

Mr. Arthur Jones  
Arthur Jones Productions  
P. O. Box 1783  
DeLand, Florida 32720

Dear Arthur:

In order to set the record clear for possibly interested parties, I would like to briefly recap the history of our involvement with Nautilus equipment.

I initially came across the Nautilus training system in a copy of Iron Man Magazine. It seemed to make sense so I made several lengthy visits to DeLand with our trainer and defensive line coach. We came to the unanimous decision that it did work and that the Bengals should buy the full line which was delivered in due course.

Three months have passed since the Bengals began using Nautilus equipment. The results have ranged from meaningful to dramatic. The Bengal players very simply are stronger, more muscular and less fat than when they started.

It was at this stage in time that I bought the franchise for the state of Ohio. I believe very strongly in the future of Nautilus equipment. Overwhelming as it may sound at this moment in time, there is zero question in my mind that the entire world will soon discover the extreme worth of Nautilus concepts and value them as seriously as I do.

Arthur, I am delighted to be associated with you.

Sincerely,

Pete Brown  
Director of Player Personnel

PB/cl

**The Miami Dolphins pro football team have purchased  
and are now using Nautilus Machines**



YOUR MOST VALUABLE POSSESSION - GOOD HEALTH

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BODY BUILDING - CONDITIONING - WEIGHT CONTROL  
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October 7, 1972

NAUTILUS  
Arthur Jones Productions  
P. O. Box 1783  
Deland, Florida 32720

Dear Art:

Just received five of your Super Nautilus Machines and they are beautiful! They are, no doubt, the greatest exercise machines in the world. It's about time someone put new life in the weight-training game. Don't misunderstand me, Art, dumbbells and barbells are fine - I've used them for over 40 years, but they do not compare with your machines.

I've been in the gym business for 24 years and I have never seen anything to compare. My boys love them and are getting good results already. Even the women enjoy training on them - especially the hip and back machine.

Any club or school that doesn't have your equipment is missing the boat because I think the Nautilus machines will play a big role in the gyms of the future.

Your friend and admirer,

Sam Loprinzi

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Excerpts from the Cincinnati Enquirer, Sunday, July 30, 1972 . . .

# WHERE HAVE YOU GONE, GREG COOK?

By Dick Forbes

## A MIRACLE THAT STILL LIVES

WILMINGTON, Ohio — He has not played the game of professional football in two years. The one year in which he did perform, he missed six full games and only played briefly in a couple of others. He is property of the Bengals, and signed to a contract, but has not appeared in camp.

But if he's unseen and unheard from, almost like the memory of a girl you met and romanced at a summer resort and hope — somehow — you'll see again, Greg Cook is never forgotten. The magic of his name lives on with the fans, and so do flashbacks of his great and proven abilities in one, fleeting rookie year.

You cannot escape Greg Cook if you followed the fortunes of Paul Brown's Cincinnati team in 1969. The fans continually ask about him, where he is, what he's doing, will he return. This beautifully gifted athlete could easily have carved a place in pro football that would never be forgotten, had it not been for a shattering play against the Kansas City Chiefs in the third game of the season.

Working behind an offensive line that somehow resembled the ineffective University of Cincinnati forward wall he had the year before, Cook was ground to the turf of Nippert Stadium by two of the mighty Chief defensive linemen. His shoulder crumbled, and he missed four games.

Greg did play again, enough to complete 106 of 197 passes for 1,854 yards and 15 touchdowns, a fabulous passing percentage of 53.8, and went on to become offensive rookie-of-the-year in the American Football League. Since then, over a span of two years, he has had three shoulder operations, has not played a moment of football, and at one point — in complete despondency — announced his "retirement."

WHERE IS GREG COOK NOW? He is in DeLand, Florida, still hoping, dreaming, praying that he can play again. He flew up here Saturday, just for a day, to watch the Bengal scrimmage.

What is he doing? He is in the hands of Arthur Jones, inventor of the Nautilus weight program for athletes, a highly respected man in his field but scarcely known to the public, sort of like Howard Hughes is to industry. Cook, under Jones' constant direction, is working on the Nautilus weight machines.

"The idea," says Bengal player personnel director Pete Brown, who talks to both Cook and Jones a couple of times a week, "is to get the strength back in the shoulder before he starts to throw the football. After Greg's first two operations, he was gradually brought back to throwing the ball at the same time they tried to strengthen the shoulder. Not this time.

"Jones is trying to rebuild the shoulder girdle area," Pete says. "he's trying to bring Greg's strength level back to what it was before the injury before he allows him to throw the ball."

Will Cook return. Can he return? Will he play again? It is in the hands of the Man Upstairs, which perhaps is why Greg is praying along with hoping and dreaming.

"What we are doing is brand new," Pete Brown reflects, "I don't know of any quarterback in the world that has ever come back after three rotary cuff operations, which is the technical term for the damage to Greg's shoulder.

"Greg is in good spirits. He feels he is making progress. He is in absolutely great physical condition. But if he plays again, and both Greg and Arthur Jones are optimistic, it will really be a FIRST. We're willing to go to any lengths with Greg as long as there's a chance, and he wants to keep trying.

ARTHUR JONES PRODUCTIONS  
P.O. Box 1873, DeLand, Florida 32720  
Phone area code 904 228-2884

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# NAUTILUS . . . NOW EVEN BETTER

Recent discoveries regarding the enormous potential for building muscular size and strength by using "negative resistance" are now making it possible to reach training goals that we previously considered impossible — and these extremely productive training methods are available now with NAUTILUS EQUIPMENT.

Using a Nautilus Curling and Triceps Machine, for example, you use a weight that is only about sixty per cent (60 %) of the weight that you would use in a normal set of eight or ten repetitions.

With such a light weight, the "positive" part of the curl is very easy to perform using both arms — then, after you raise the weight into the fully contracted position at the top of the curl, you remove one hand from the curling bar and lower the weight slowly with only one arm. Since the Nautilus Machine stabilizes the curling bar automatically, it is thus possible to perform the "negative" part of the exercise with only one hand with no slightest danger of the bar twisting out of your grip because of a lopsided, one-handed grip.

And since the weight (60 per cent of what you could use with two arms) will represent 120 per cent of your normal weight — you can thus produce an intensity of exercise during the negative part of the movement that is utterly impossible to reach in any other fashion.

AND — the "total of work" involved in such a set is less than 66 per cent of what it would have been in a normal set involving the same number of repetitions using your normal weight. So you have reduced the "amount of work," the BAD FACTOR — while increasing the "intensity of work," the GOOD FACTOR.

Such training will stimulate far more muscular growth — and will do so while making less demands upon your recovery ability; so you will be both stimulating and permitting more growth at the same time.

Exactly similar training can be practiced with the Nautilus Curling Machines, Triceps Machines, Pullover-type Torso Machines, Hip and Back Machines, Thigh

Extension Machines, Super Leg Machines, and Leg Curl Machines. While retaining all of the NAUTILUS ONLY advantages of full-range, double direct, omni-directional, automatically variable, balanced resistance — TOTAL RESISTANCE. But now with even higher intensity of effort — an intensity of effort that is IMPOSSIBLE to attain in any other fashion, and IMPOSSIBLE to attain with any other type of equipment except NAUTILUS EQUIPMENT.

You can NOT train in this fashion with a barbell without at least two helpers, because the lopsided grip would throw the barbell out of balance so badly that you could not perform such one-handed movements during the important "negative" part of the exercise — and you would thus be required to have help while doing two-handed movements.

And with the recently introduced "speed limiting" machines you could not perform such exercises no matter how much help you had — because such machines have no "negative" resistance.

You may or may not understand the facts that make such training so productive — but when you try it for the first time you certainly will feel the enormous difference; and you then can not fail to see results that you now probably think are impossible.

We strongly suggest that you do no more than ONE set of such Nautilus "negative accentuated" curls in any one workout. One set of ten repetitions; ten repetitions "up" with both arms, and five repetitions "down" with the right arm and five "down" with the left arm. THAT IS ENOUGH — FOR ANYBODY.

And we want to plainly point out the fact that more than two such sets in a workout would represent gross OVER-TRAINING, which is to be avoided like the plague if you are after good results.

**NAUTILUS**

**SPORTS/MEDICAL INDUSTRIES**

**P.O. Box 1783**

**DeLand, Florida 32720**

**Phone area code 904 228-2884**

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# Nautilus Equipment . . .

## The Ultimate Development

### REGULAR MODELS — (Barbell-plate loading) —

		Crating
PULLOVER-TYPE TORSO MACHINE (Chain drive only) .....	\$825.	\$45.
BEHIND-NECK TYPE TORSO MACHINE .....	645.	45.
NEW TORSO-ARM MACHINE .....	620.	45.
ROWING-TYPE TORSO MACHINE .....	660.	45.
CURLING & TRICEPS MACHINE (Chain drive only) .....	875.	45.
HIP & BACK MACHINE (Chain drive only) .....	985.	65.

### DELUXE MODELS (Selectorized, self-contained weight stacks)

BEHIND-NECK TYPE TORSO MACHINE .....	880.	55.
NEW TORSO-ARM MACHINE .....	845.	55.
ROWING-TYPE TORSO MACHINE .....	895.	55.
HIP & BACK MACHINE .....	1360.	75.
THIGH EXTENSION MACHINE .....	885.	55.
LEG-CURL MACHINE .....	845.	65.

### SUPER MACHINES —

SUPER PULLOVER-TYPE TORSO MACHINE .....	1580.	85.
COMBINATION PULLOVER & TORSO-ARM MACHINE .....	2290.	95.
COMBINATION BEHIND-NECK & TORSO-ARM MACHINE .....	1965.	85.
DOUBLE-CHEST MACHINE .....	1980.	85.
DOUBLE-SHOULDER MACHINE .....	1945.	85.
DOUBLE-BACK MACHINE .....	1965.	85.
WOMEN'S GEARED HIP & BACK MACHINE .....	1685.	75.
MEN'S GEARED HIP & BACK MACHINE .....	1890.	75.
SUPER HEAVY-DUTY GEARED HIP & BACK MACHINE .....	2885.	125.
SUPER HEAVY-DUTY LEG MACHINE .....	1360.	65.
COMPOUND LEG MACHINE .....	2360.	95.
LEG & LOWER BACK MACHINE .....	5880.	225.
COMPOUND POSITION TRICEPS MACHINE .....	925.	65.
COMPOUND-POSITION CURLING MACHINE .....	980.	65.

Prices f.o.b. DeLand, Florida. Florida residents must add 4 per cent state tax. Machines to be shipped by commercial carrier (truck line) must be crated, and crating charges listed above must be added. Machines to be picked up by customers at the Nautilus factory do not require crating, and thus no crating charge is made; however, state tax must be charged on machines picked up in Florida even when delivery is to an out-of-state customer. TERMS — 50 per cent deposit with order and balance prior to shipment or pick up, or full payment with order. Machines are NOT available on an off-the-shelf basis, and delivery is made on a strict "first-come, first-served" basis.

NAUTILUS SPORTS/MEDICAL INDUSTRIES

P.O. Box 1783  
DeLand, Florida 32720  
Phone area code 904 228-2884

# NAUTILUS

Exactly two years ago (in late November of 1970) the first Nautilus Machine was delivered to a customer, an attorney from Miami, Florida.

The first Nautilus Machine was built in a small shop that we rented in Lake Helen (a suburb of DeLand, Florida) — a concrete-block structure with less than 2,000 feet of working space.

During our first two years of production, we have built and delivered several thousand Nautilus Machines — and in the meantime, we have grown enormously.

The first small building is gone, having been torn down to make room for a much larger, more modern building — and six other nearby buildings have also been destroyed, to clear the area for a whole complex of larger buildings.

The only remaining, previously-existing building in an area of six square blocks, is a two-story building that we have completely renovated and converted to offices. At the moment, we have a total of nine buildings exclusively devoted to the manufacture of Nautilus equipment — eight of these buildings being new, with a total working space of more than 50,000 square feet.

But even that isn't enough space, since we are also using four other plants located elsewhere — so we are building even more new buildings; and one of these will be larger than all of the other buildings combined — it will, in fact, probably be the largest building in the world devoted to the manufacture of weight-training equipment. Two blocks long, half a block wide — a total floor space of 90,000 square feet.

Since we are already exceeding the production capacity of four independent chrome plants, we are now building our own chrome plant — a modern, automated plant designed to turn out the highest-quality chrome.

If automobiles with chrome bumpers can be exposed to all kinds of weather for years with little or no signs of rust, then I

can see no reason why exercise equipment should rust in a matter of weeks in an air-conditioned gym. If the chrome work is right, it won't rust — and we intend to see that it is right. Since it now seems to be very difficult — if perhaps not yet possible — to get other people to do things right, we intend to do all of our own chrome work as soon as we can.

Step by step we are being forced in the same direction in all aspects of our production — since it seems that very few people are interested in the quality of their work, we are gradually taking this work upon ourselves. It is our firm intention to force a new standard of quality in the exercise-equipment business — we are trying to build machines that actually exceed the expectations of our customers, and will last in hard service almost literally forever.

Upon completion of the very large building, and the new chrome plant, we will have a total of more than 150,000 square feet of floor space devoted exclusively to the manufacture of Nautilus products — plus several acres of paved parking space for more than 1,000 employees.

A large part of our growth has been a direct result of advertisements in Iron Man Magazine — and, up to now, our advertising has been almost entirely limited to Iron Man; and we will continue to advertise in Iron Man — but we must also start to advertise elsewhere in order to reach a much larger audience, since our future growth depends upon a volume of sales that is impossible if we limit ourselves to the rather narrow field of weight-training.

For that reason, we are now changing the name of our company to NAUTILUS SPORTS/MEDICAL INDUSTRIES.

The Miami Dolphins, the Cincinnati Bengals, the Kansas City Chiefs, and the Atlanta Falcons have already purchased Nautilus equipment — and many other professional teams are training with

# NEWS . . .

Nautilus Machines in a number of privately-owned gyms. A full listing of the major universities and high schools now using Nautilus equipment would run to a length of several pages, but I will list a few — the University of Georgia, L.S.U., Troy, Auburn, Polk, Colorado State, Florida State, the University of Ohio, East Washington State College, University of Arizona, and many others.

Hundreds of the largest commercial gyms and spas are now using Nautilus equipment — including the Chicago Health Club chain, the Vic Tanny chain, and many of the Jack Lalanne clubs in both New York and California.

But perhaps the most significant development has been the birth of a totally new concept in the gym business — several dozen ALL NAUTILUS clubs have opened around the country, in Miami, in Clearwater, in Indianapolis, in Jacksonville, in Orlando, in Los Angeles, in San Diego, in Toronto, in Norman, in Atlanta, in Houston, in Dallas, in Shreveport, in Austin, in Lincoln, in Omaha, in New York City, and in many other locations. Several people have opened one ALL NAUTILUS club and have been so successful that they have opened another such club in another location within less than a year of the first opening — and one group of investors now has plans for opening a nationwide chain of 200 such clubs.

Another significant development with even greater potential has been the enormous interest that Nautilus equipment has aroused in the medical profession — and this interest by medical doctors has produced another entirely new concept in exercise facilities, ALL NAUTILUS, medically directed sports-training and rehabilitation centers.

Because of limitations imposed by the code of ethics in the medical profession, we cannot use the names of doctors involved in the operation of these Nautilus Centers — but we will furnish names and locations to medical doctors or physiotherapists who write on their letterhead.

Within two years we have become one of the largest manufacturers of exercise equipment in the world — within another two years, we will be by far the largest company in this business — and within three years, our level of sales and production will exceed the total of all of the other companies in this business in the world. The quality of Nautilus Machines has been directly responsible for this fantastic rate of growth — and that quality will improve as more time goes by; regardless of future growth, absolute quality will remain our goal — we will not sacrifice quality for quantity.

Within a period of two years, we have reduced the requirement for exercise in a literally dramatic fashion — where people were previously devoting twenty or more weekly hours to their training, we are now producing far better results from less than two hours of weekly training.

Within another year, we will have the requirement for training reduced to less than one hour of weekly time spent in a gym — while producing best-possible results.

While other companies in this field have continued in the same path that they have followed for half a century — and while a few companies are hesitantly trying to copy our developments — and while at least two major companies have departed on a false trail leading in exactly the wrong direction — Nautilus has continued in the direction of logical application of undeniable physical principles. And the results speak for themselves. The future of exercise belongs to Nautilus — hundreds of thousands of people realize that now, millions of others soon will.

## NAUTILUS

### SPORTS/ MEDICAL INDUSTRIES

P.O. Box 1783

DeLand, Florida 32720

Phone area code 904 228-2884





# NAUTILUS News . . .

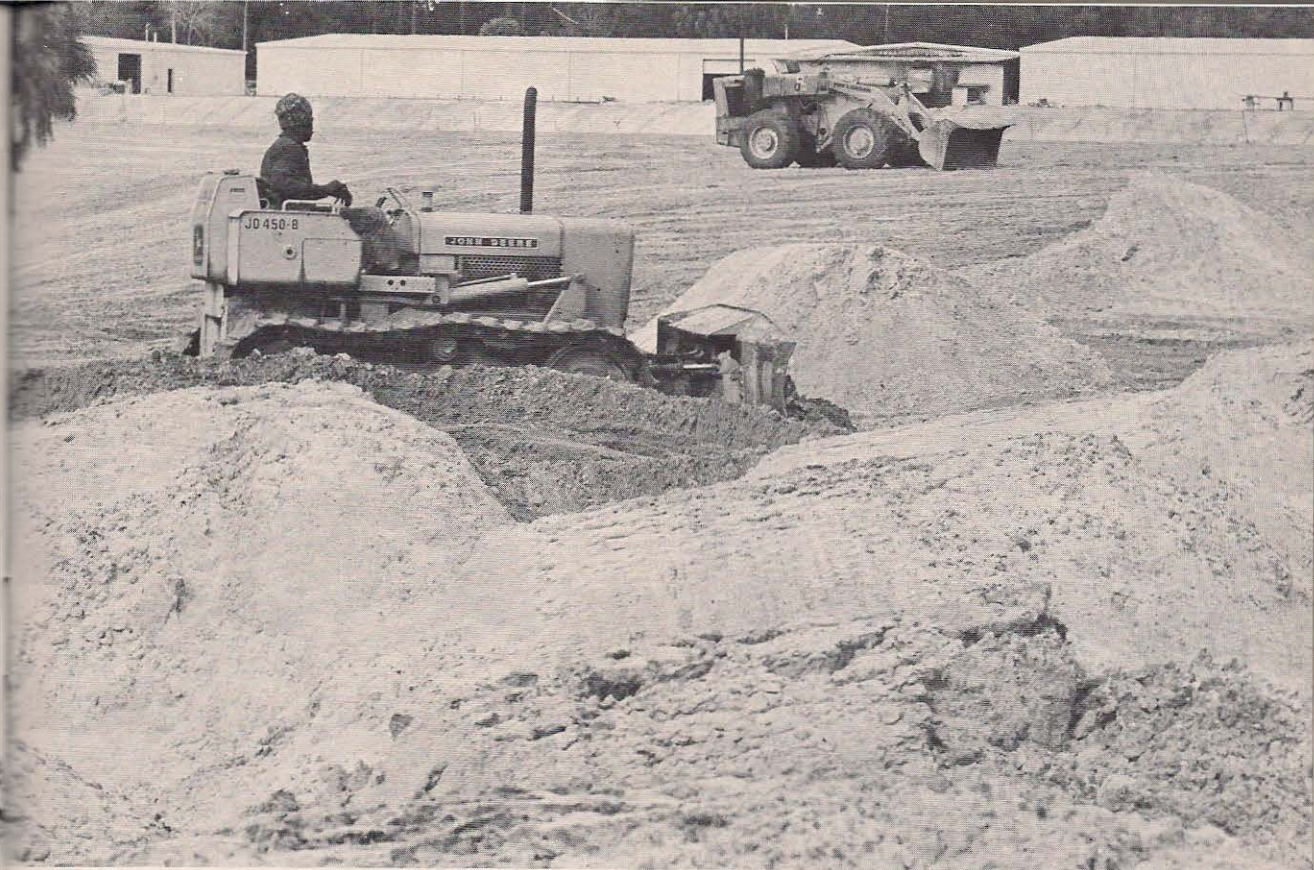
Nautilus continues to grow at a rate that literally must be seen to be appreciated — a rate of growth based strictly on the quality of Nautilus products and the integrity of the people on the Nautilus staff.

Chuck Studley, line coach for the Bengals Professional Football Team, visited the Nautilus plant in Florida a few weeks ago after having seen our facilities less than a year earlier — and then remarked that he at first thought he was in the wrong town.

But we can't always do things right if we do them in a hurry — so it is sometimes necessary for people to wait. Both the Encyclopedia of Exercise and Nautilus Bulletin number 3 have been unavoidably delayed by new knowledge regarding the enormous value of “negative resistance” exercises. Customers who have ordered and paid for either or both of these publications and do not care to wait can and will get an immediate refund in full if they will write and so state. Like all Nautilus products, we are trying our best to make our publications the best available — and quality simply cannot be rushed.

Shipment of machines is still on a “first come, first served” basis — but recent large-scale additions to our plant are now making it possible to ship many types of machines within two or three weeks of an order.

And — in an effort to nip one rumor in the bud — I would like to mention that Nautilus is still owned and operated by Arthur Jones; our recent name change does NOT mean that we have sold out to anybody — nor do we intend to.



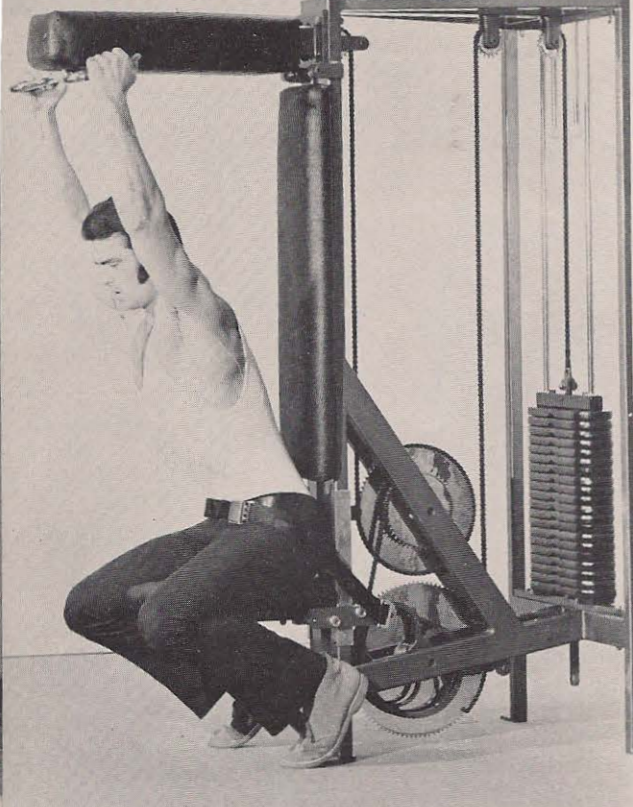
## **Nautilus Sports / Medical Industries**

P.O. Box No. 1783

DeLand, Florida 32720

Phone 904-228-2884

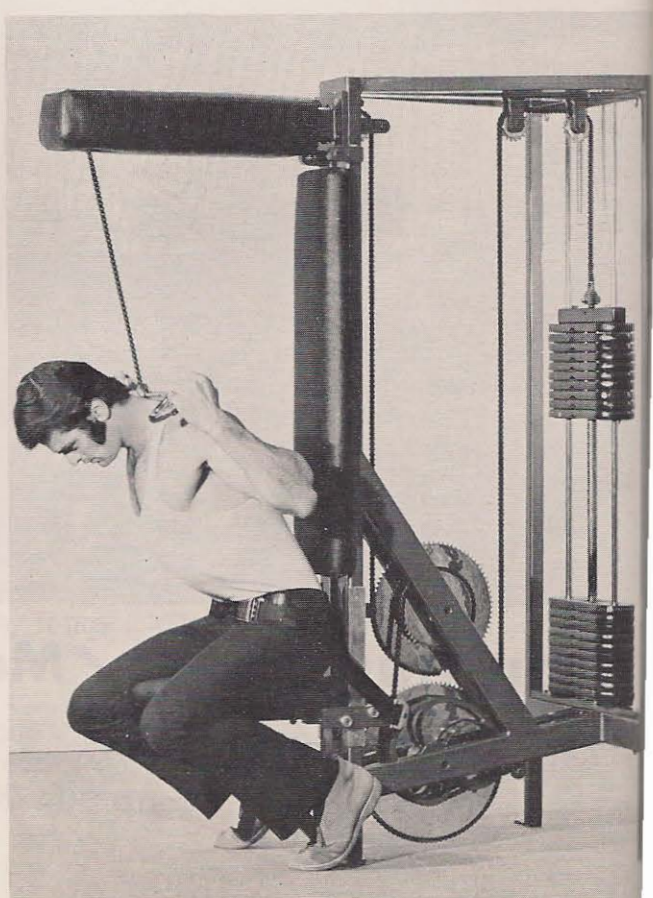
**NEW**  
**from**  
**NAUTILUS . . .**

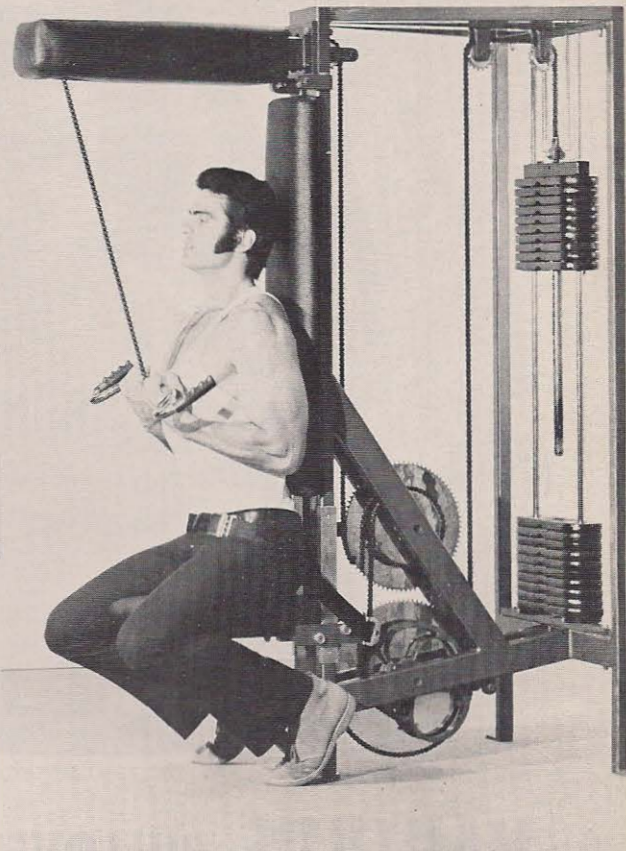
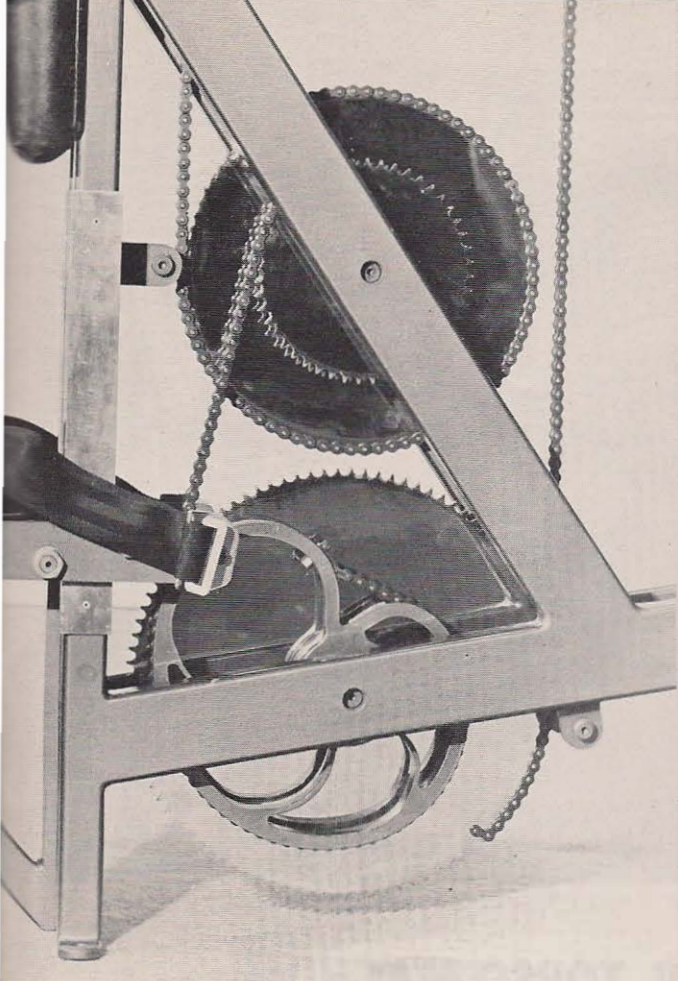


**NEW TORSO-ARM MACHINE** — multi-exercise “pull-down” type machine provides a wide variety of greatly improved movements for the muscular structures of the torso and arms.

Instantly and quickly adjustable seat makes the machine fit anybody from a short woman to a giant — and the selectorized weight-stack provides a wide range of resistance that can be light enough for the weakest child or heavy enough for the strongest man. Ron Peters, shown demonstrating the machine, is over six feet and four inches tall with very long arms — yet he can still obtain a full “stretch” in the machine. (NOTE — some idea of Ron’s actual size can be obtained if you realize that his arms measured almost a full 19 inches “cold” on the day these pictures were made; but because of his height and the length of his arms, he looks quite slender.)

Special Nautilus “parallel-grip, narrow-grip” pulldown bar provides by far the best range of movement for behind-neck type pulldowns, giving far more stretch in the top position and more contraction in the low position. Note the extra-long selector rod which prevents side-to-side movement of the weights and thus provides a far smoother movement when a light weight is being used.





The special Nautilus "spiral pulley" provides automatically-variable resistance that changes during the exercise movements — giving you more resistance in your strongest positions. Without such variable resistance, you are unavoidably limited to the use of a weight that you can use in your weakest position — and thus it is impossible to work properly in your strongest positions. The entire machine is built like a bridge — yet finished to the quality level of a fine automobile, a level of quality found only in Nautilus products.

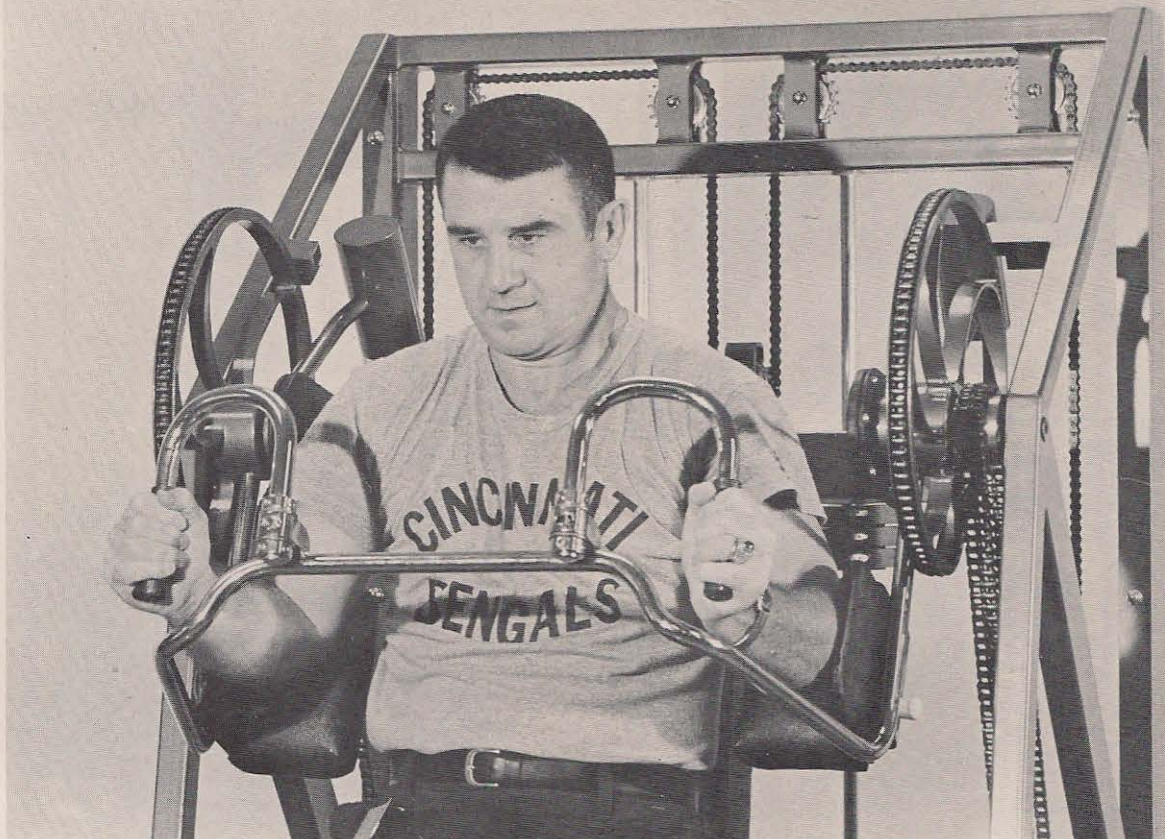
Front pulldowns, behind-neck pulldowns, triceps pressdowns and concentration curls can all be performed on this one machine with no adjustments to anything except the amount of weight used — all with automatically-variable resistance for much-improved exercises.

## **Nautilus Sports/Medical Industries**

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DeLand, Florida 32720

Phone 904-228-2884



## NAUTILUS PULLOVER TORSO MACHINE

The first — and still the most popular — of the revolutionary Nautilus Machines, the Pullover Torso Machine provides full range, direct, automatically-variable, balanced exercise for the largest muscles of the torso, the lats, the pecs, the abdominals, the trapezius, and all of the other muscles of the upper torso.

It is not “difficult” — instead, it is simply IMPOSSIBLE to provide such effective exercise for these large muscles in any other manner; if you are not using a Nautilus Pullover Machine, you are neglecting the largest muscles in your torso.

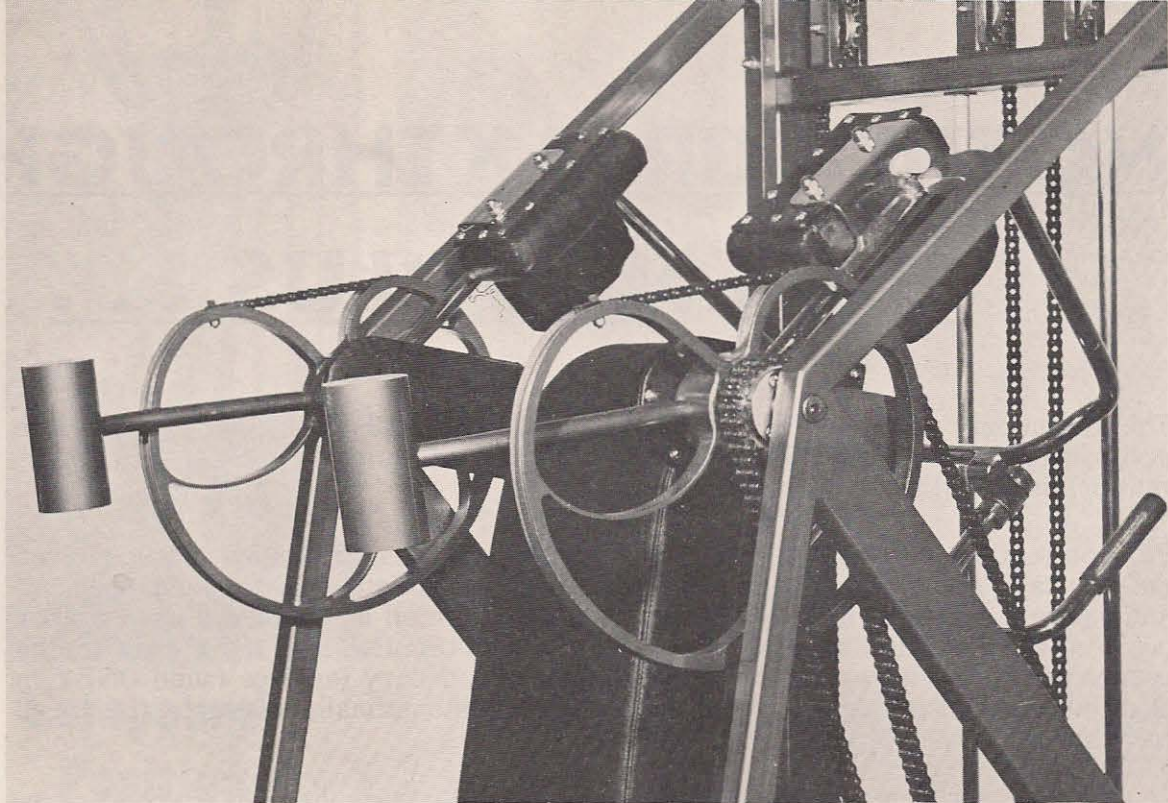
Available in several models, the Nautilus Pullover Torso Machine can be used by anybody, men or women, weak or strong. The machine illustrated here is the Super Pullover — selectorized 300 pound weight stack, chain drive, double-chain “entry-exit” drive, automatically-adjustable hand grips and many other “super” features that make this a lifetime machine in hard service.

## Nautilus Sports/Medical Industries

P.O. Box No. 1783

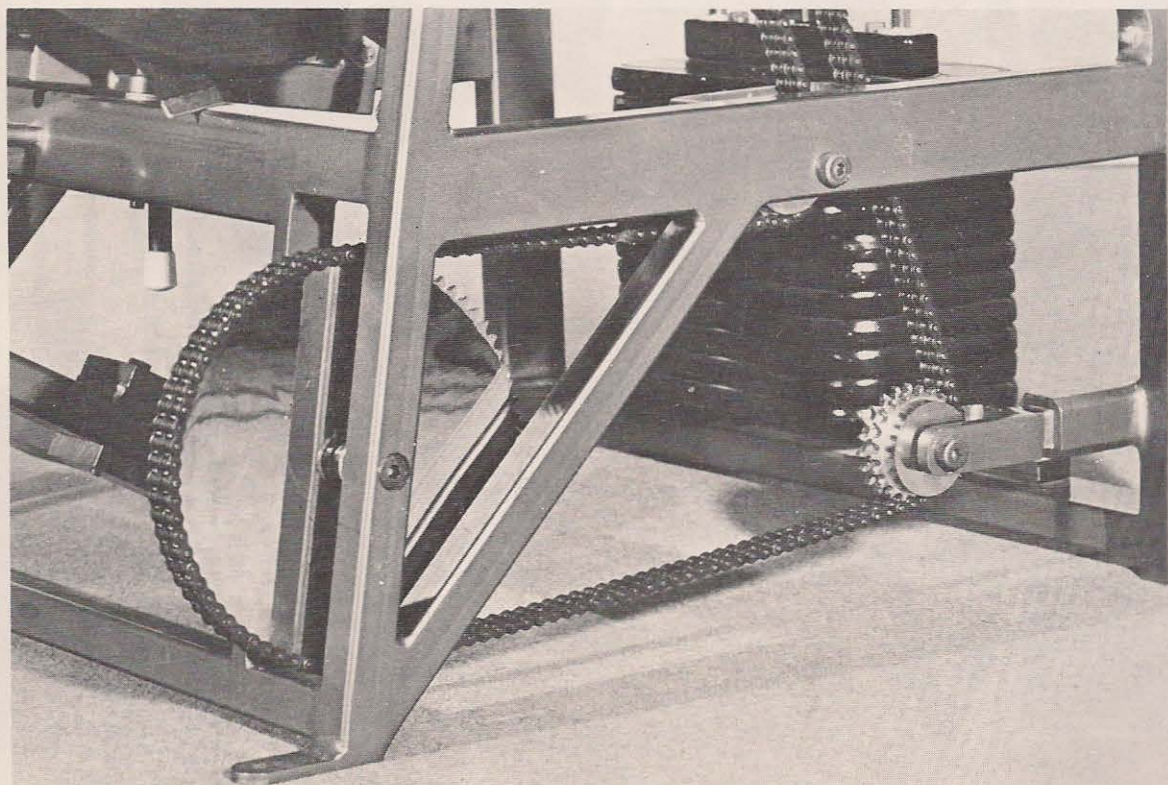
DeLand, Florida 32720

Phone 904-228-2884



The overall construction features and fine finish of the Nautilus Super Machines must be seen to be appreciated — absolutely nothing is spared to make these the ultimate in fine exercise equipment.

A chromed 23 pound double-sprocket is the heart of the “entry-exit” drive in the Super Pullover — entry and exit are both quick and simple and no help is required by the trainee.

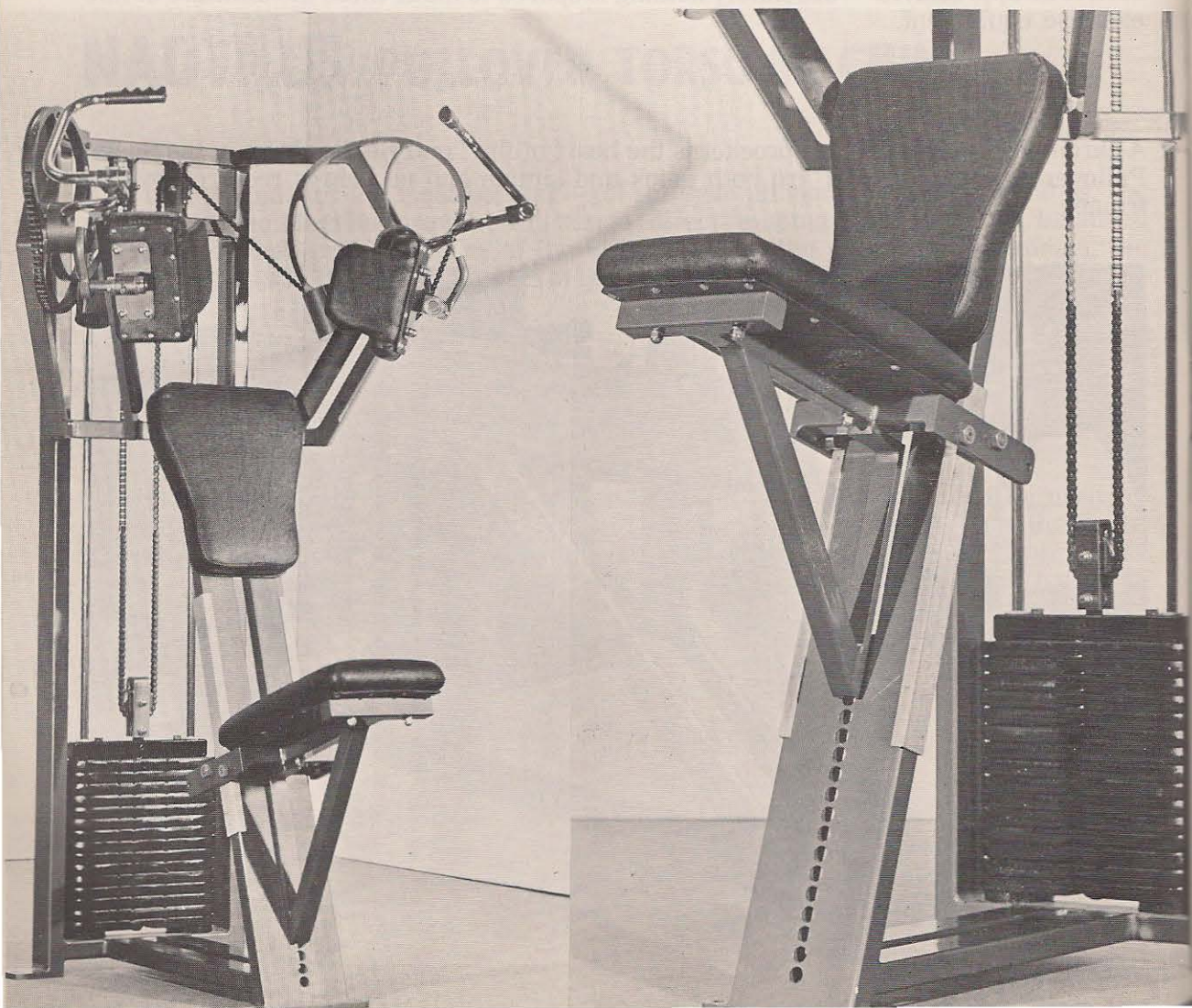


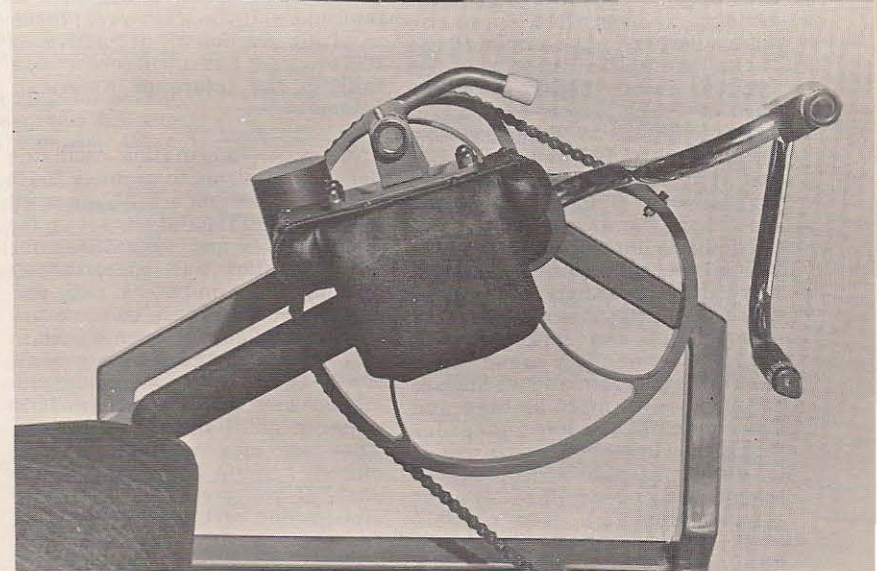
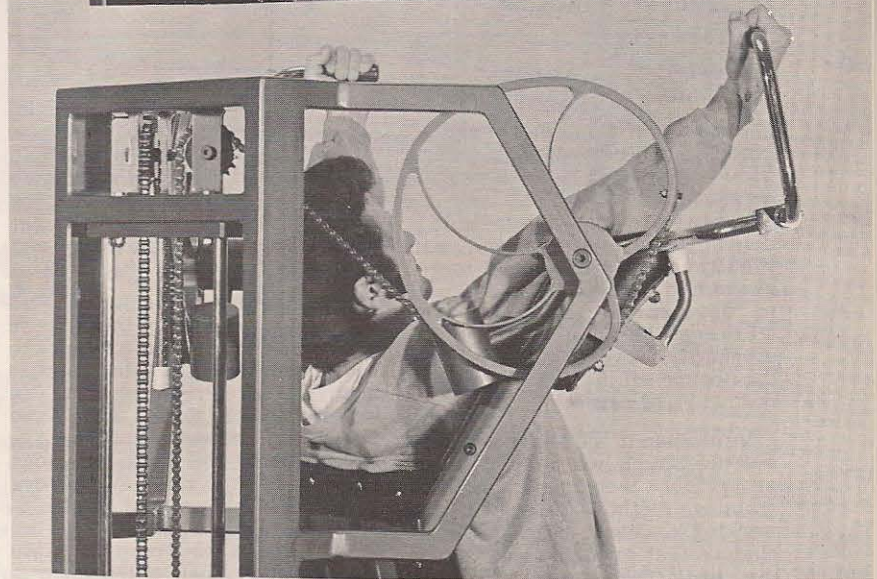
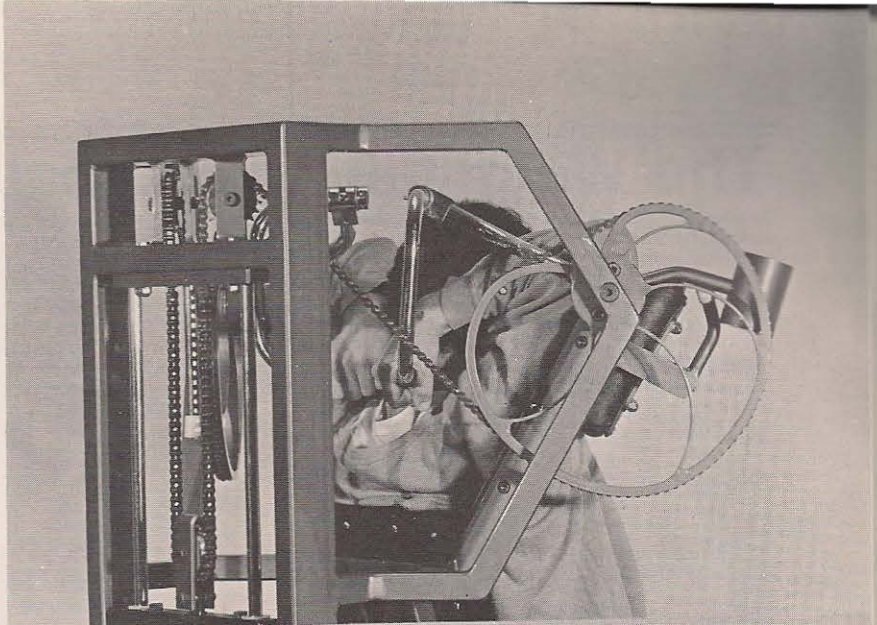
# ANOTHER BREAKTHROUGH from NAUTILUS . . .

The revolutionary COMPOUND-POSITION CURLING MACHINE . . . for the first time in the history of exercise, it is now possible to involve ALL of the mass of your biceps muscles in a curling movement.

Full contraction of a muscle unavoidably results in a particular position of the involved body-parts — in the case of the biceps, full contraction twists the arm, bends the arm, and raises the arm. It is simply impossible to involve all of the biceps in any other position. The new Nautilus COMPOUND-POSITION CURLING MACHINE provides the proper position — as well as all of the other revolutionary features found ONLY in Nautilus equipment, full-range, double direct, automatically variable, balanced resistance.

One properly performed set on this machine will literally “tie your arms in knots” — for the first time in your life you will experience the sensation of properly working ALL of your biceps muscles.





## Compound- Position Curling Machine from NAUTILUS

"Function dictates design" — the features of this machine are simply too numerous to list; but like all Nautilus Machines, this one provides all of the features required — with finest quality everywhere. Quickly and easily adjustable seat. Automatically adjustable grips to fit anybody. Automatically adjustable "elbow restraint" pads to fit anybody. Quickly adjustable selection of resistance for the weakest woman or the strongest man. Chain drive for ease and smoothness of function and lifetime service.

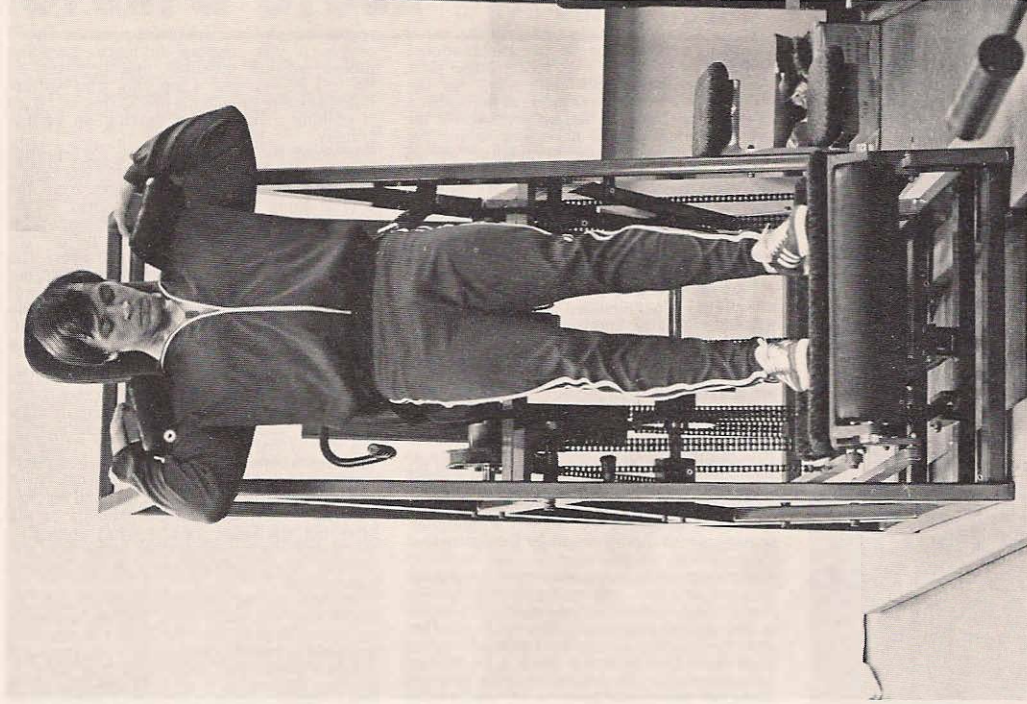
**Nautilus  
Sports-  
Medical  
Industries**

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Phone 904-228-2884

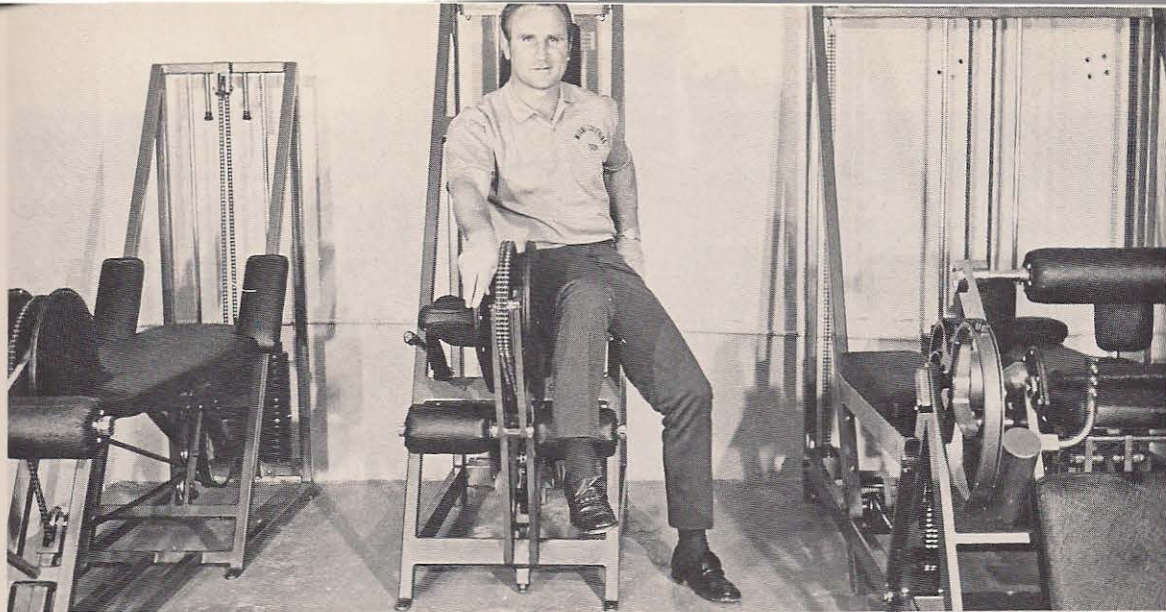




Casey Viator in a Nautilus Leg-Extension Machine near the end of the Colorado Experiment. Note the extreme degree of vascularity that was obvious even after such a rapid and massive bodyweight increase.



Casey Viator in the extended position while doing squats in a new Nautilus Squat Machine during the Colorado Experiment.



**At Last —**

**From Nautilus . . .**

**NAUTILUS SQUAT MACHINE**

Coach Don Shula of the Miami Dolphins  
World Champion Professional Football  
Team in the Dolphins' Nautilus training  
facility.

Full squats . . . half squats . . . three-quarter squats . . . or anything in-between. Go as low as you like, and NO LOWER . . . the resistance is removed at the bottom, and returns only when you start back up. Thus the pressure is removed in the low position, you can actually relax at the bottom as well as the top.

Set the exact depth you want and then squat, with no danger of going lower than planned.

Squat without danger of bending your back.

Squat without the fear of falling . . . you can't fall.

Squat without losing your balance . . . no balance is required.

Perform "negative accentuated" squats . . . up with two legs, down with one. A style that is impossible with any other type of equipment.

Squat with no pressure on your neck . . . and with very little pressure on your spinal column.

IN SHORT . . . the Nautilus SQUAT machine removes all of the problems connected with the squat. While retaining all of the advantages. And while adding advantages that exist only in Nautilus equipment; features like automatically-variable resistance that gives you the exact amount of resistance you need in every position . . . more resistance in your

stronger positions, less resistance in your weaker positions.

This is the machine that was used as the primary leg exercise during the Colorado Experiment . . . together with a Nautilus Hip and Back Machine, Nautilus Super Leg Machine, and Nautilus Leg-Curl Machine. The other leg machines were used in some of Casey Viator's 14 workouts, but the new Squat Machine was used in every workout.

One of the heaviest Nautilus Machines, as it must be . . . and built like a bridge . . . as it must be . . . the Nautilus Squat Machine is nevertheless a rather compact machine in regard to "working space" requirements.

Having used it for the first time, Casey Viator (one of the best squatters in history) remarked . . . "goodbye to the barbell, I never want to see one again."

NAUTILUS SQUAT MACHINE . . . . . \$2,890

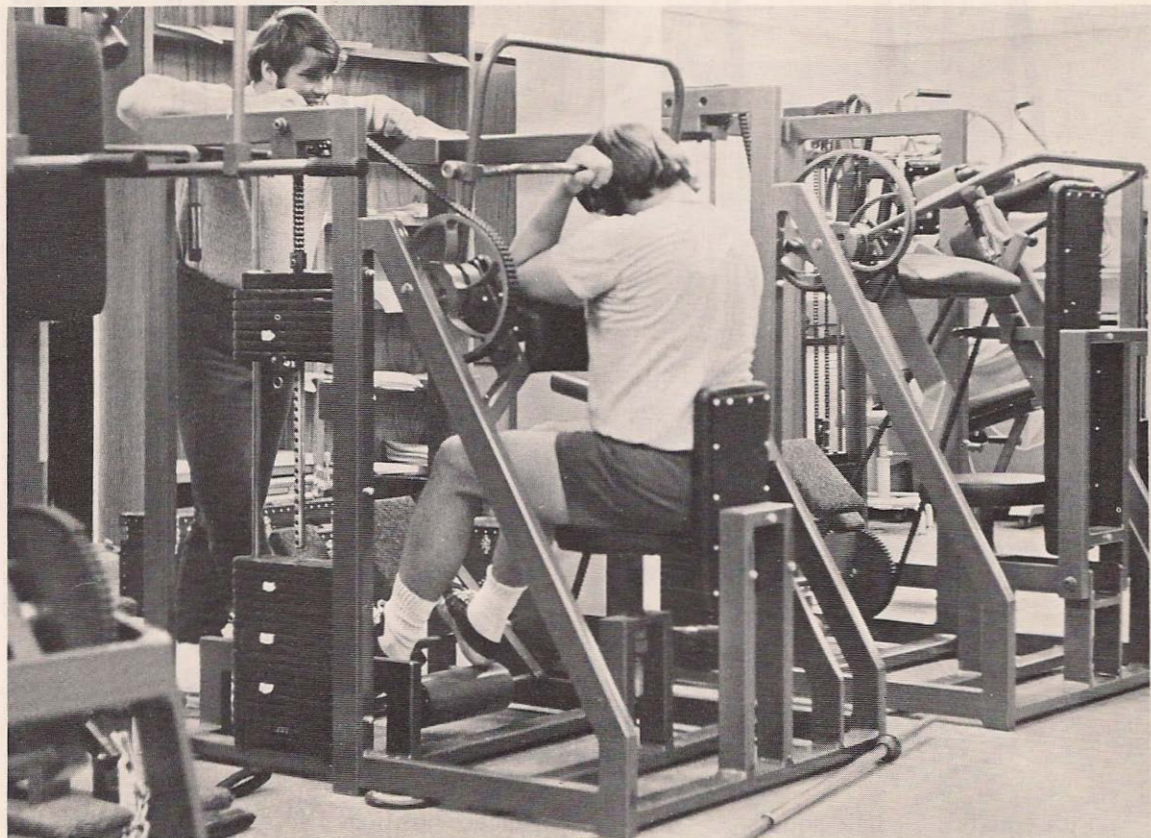
F.O.B. DeLand, Florida. Add \$95 for crating if machine must be shipped by commercial truck line. 4 per cent state tax for Florida residents or if machine is picked-up in Florida by out-of-state customers.

NAUTILUS  
SPORTS/MEDICAL INDUSTRIES

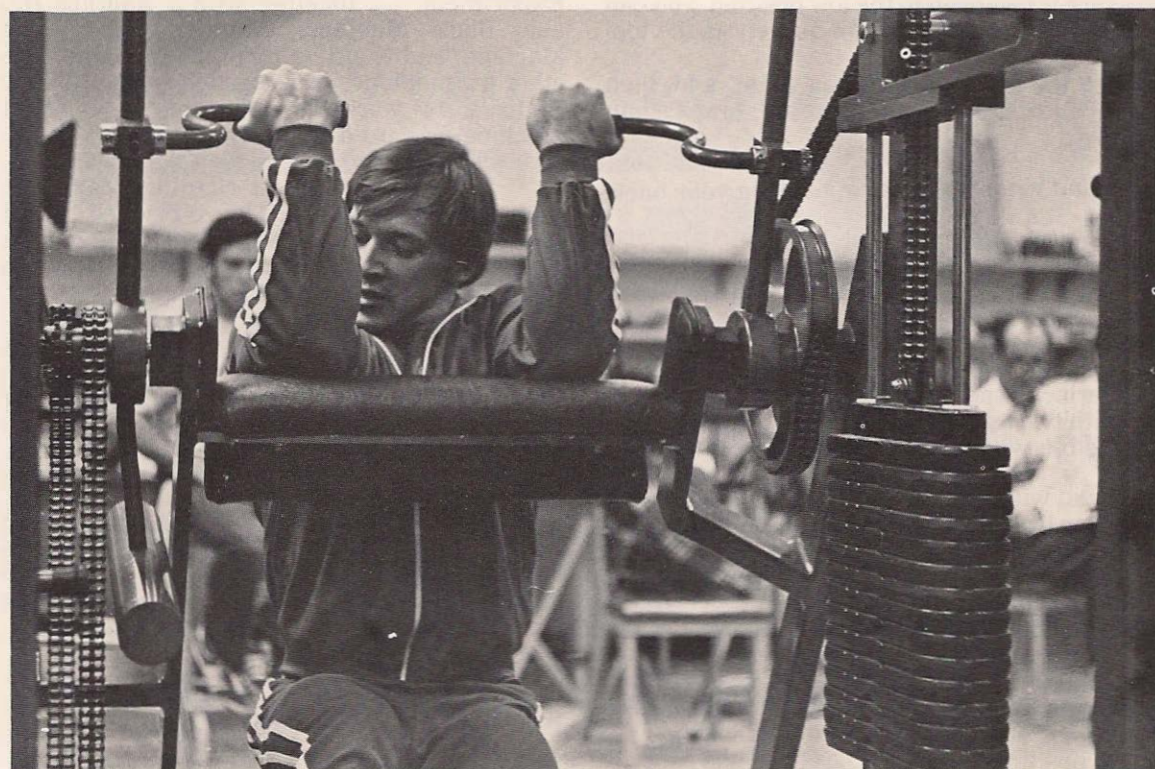
P.O. Box 1783

DeLand, Florida 32720

Phone area code 904 228-2884



**One of the Denver Broncos uses a new Nautilus Omni Curl Machine during the Colorado Experiment.**



**Casey Viator performing an exercise in a new Nautilus Omni Curl Machine during the Colorado Experiment.**

# **NEW . . .**

## **FROM NAUTILUS**

# **Nautilus Super OMNI Machines**

This is the first public announcement of a totally new concept in exercise equipment . . . the OMNI series of machines by Nautilus.

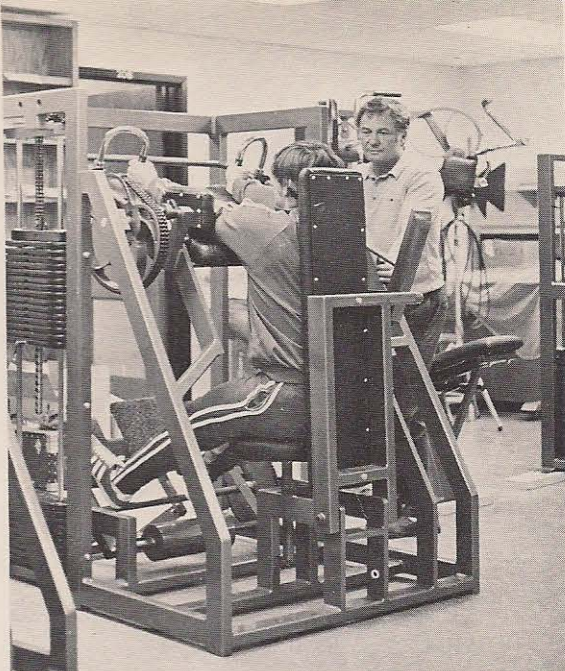
The word OMNI literally means "all" . . . and no better name could be selected for this series of machines. For the first time in the history of exercise, it is possible to use ALL TYPES of training with the same piece of equipment.

With these machines, exercises can be performed in five different ways . . .

- 1 In a "normal" fashion, where positive work is performed while the weight is being raised . . . and negative work is performed while the weight is lowered.
- 2 OR . . . the weight can be raised without involving the muscles being exercised at all. In this style of training, the work is entirely "negative" for the muscles being exercised.
- 3 OR . . . the weight can be raised by the muscles being exercised, and then lowered without involving these muscles at all. In this style of training, the exercise is "positive" only.
- 4 OR . . . the weight can be raised using both arms, and then lowered using only one arm. In this style of training the "negative" part of the work is accentuated, but the positive work is still involved.
- 5 OR . . . a "maximum resistance" style of training can be performed where both the positive and negative parts of the movement are performed against MAXIMUM POSSIBLE resistance. Each positive ("upwards") movement is against the maximum resistance that you are capable of handling at that moment . . . then, the weight is immediately lowered while resisting a far heavier weight during the negative part of the movement. Thus you are encountering maximum resistance during both parts of every repetition . . . and the resistance is always exactly right during immediately following repetitions. You can perform six, eight, ten, or almost any possible number of repetitions as rapidly as desired . . . without pause between repetitions, without help, and without any sort of adjustment between repetitions.

Five of these new OMNI machines were used in the Colorado Experiment . . . and have been used since then in our new training facility in Lake Helen, Florida; primarily for the training of professional football players and other athletes. Dick Butkus of the Chicago Bears Professional Football team trained on these machines during part of the Colorado Experiment, and then for a period of several weeks in Florida.

Because of the amount of weight that can be used during the "negative" movements, these machines are unavoidably large and VERY HEAVY-DUTY throughout . . . with large, built-in, selectorized weight-stacks, very long "strokes" (movement range of the weight), double-chain drive with a chain test-strength of 7,400 pounds, and large, rugged



Casey Viator performing an exercise in the new Nautilus Omni Triceps Machine during the Colorado Experiment, while Dr. Elliott Plese looks on.

frameworks. In short, these machines are built to "take it" . . . literally the heaviest-possible use, as they must be for very heavy exercises of this nature.

However, designed in "sleeving" is incorporated into this entire series of machines . . . so they will easily pass through the smallest door. And the design is such that little if any more working room is required than the space needed for a normal machine . . . in short, they are built in an almost unbelievably rugged manner, but they are not so big that they require a lot of space.

Nautilus Super OMNI Curl Machine . . . . .	\$1,580
Nautilus Super OMNI Triceps Machine . . .	\$1,645
Nautilus Super "multi exercise" OMNI Machine . . . . .	\$1,865
Nautilus Super OMNI Back Machine . . . . .	\$1,955
Nautilus Super OMNI Shoulder Machine . . .	\$2,165
Nautilus Super OMNI Chest Machine . . . . .	\$2,480

Prices F.O.B. DeLand, Florida . . . picked up at factory, uncrated. If shipment must be made by commercial truck line, then machines must be entirely crated in heavy wooden crates and an additional crating charge of \$85. must be made for each machine. Florida residents or customers from out of state who pick up machines at the factory must add 4 per cent state sales tax.

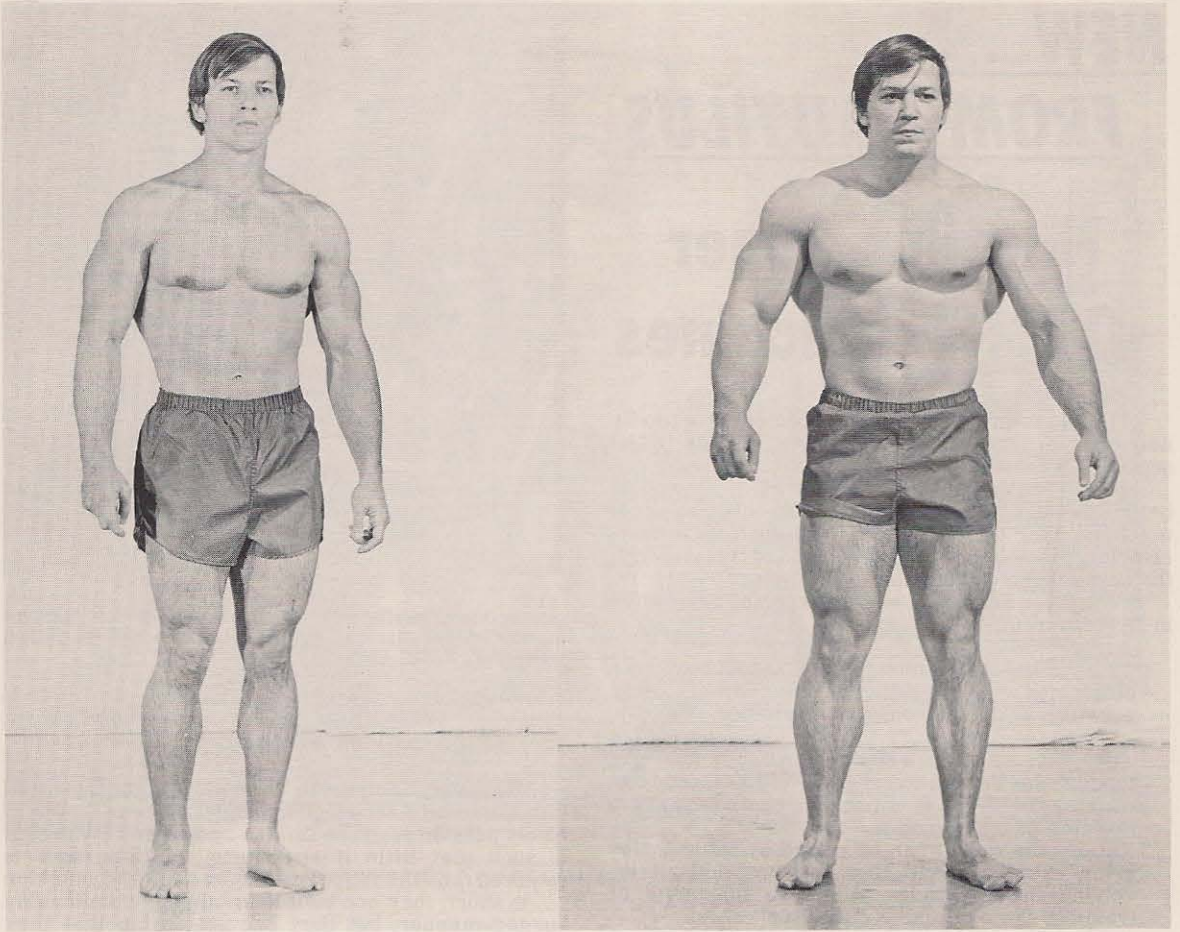
Because these machines have not been previously announced, we do not yet have a heavy back-log of orders . . . so the first customers will get delivery in four to six weeks; after which, orders will be on a strict "first come, first served" basis.

Terms . . . 50 per cent with order and balance prior to shipment, or full payment with order.

### **NAUTILUS SPORTS/MEDICAL INDUSTRIES**

P. O. Box 1783, DeLand, Florida 32720  
Phone (area code 904) 228-2884

**YES . . .** the OMNI series of Nautilus Machines have the exclusive Nautilus features of FULL-RANGE MOVEMENT . . . DIRECT RESISTANCE . . . AUTOMATICALLY-VARIABLE RESISTANCE . . . ROTARY-FORM MOVEMENT . . . and the other revolutionary Nautilus features, plus unmatched quality of construction and appearance.



## **Important News From Nautilus**

Within the last 60 days we have been forced to pay as much as 32 per cent more for steel . . . 25 per cent more for chain . . . nearly 50 per cent more for bolts . . . and there is yet no end in sight.

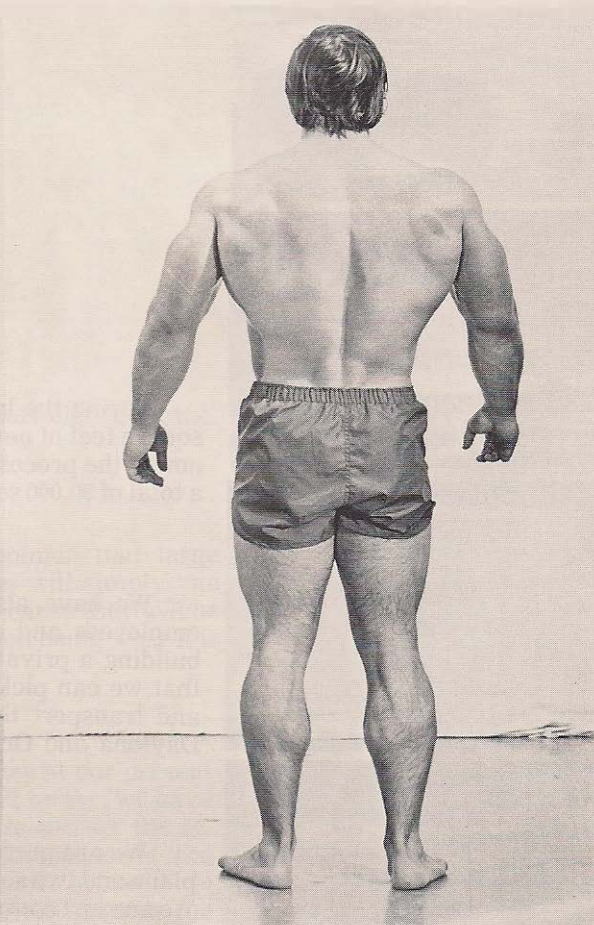
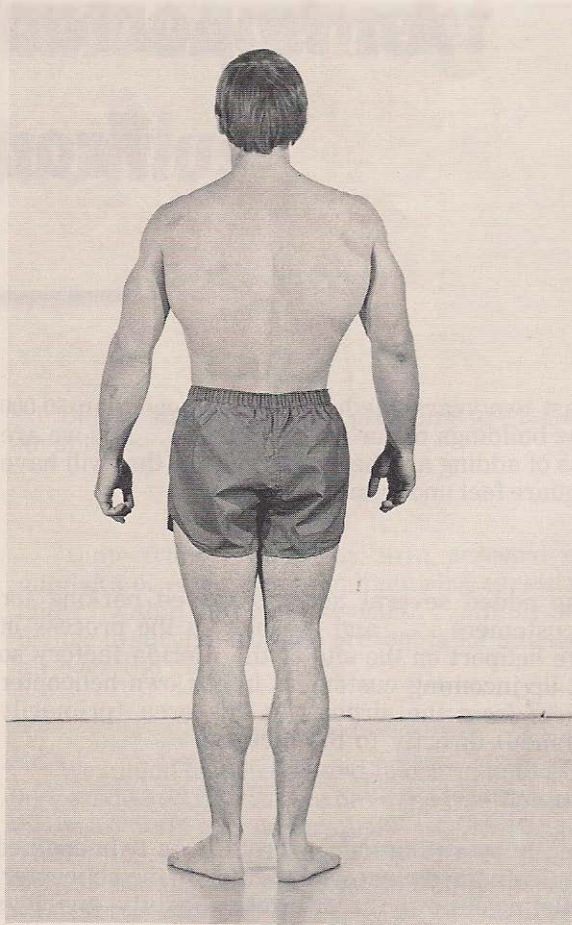
At the same time, we have been incorporating a number of improvements into all Nautilus Machines . . . a switch from cast-iron plates to solid steel plates . . . increased axle size in almost all machines, from half-inch axles to three-quarter inch axles . . . added safety pads . . . and many other features of great value and no small cost in manufacturing.

As a result, we are forced to announce an immediate price increase . . . on the average of approximately 20 per cent in most cases, but as

much as 35 per cent in some cases and less in a few cases.

Machines NOW IN PRODUCTION from existing supplies of raw materials purchased by us at earlier, lower prices, will be sold on a strict "first come, first served" basis at previously existing prices . . . but there are only a limited number of such machines available.

Listed below are the types of machines that are still available at the old prices, and the number of each type available . . . we will NOT sell more than one of these machines of any one type to any individual customer. And when all of these have been ordered, there will be no more available at anything close to these prices.



**REGULAR NAUTILUS MACHINES**  
(Barbell-plate loading)

Machine type	Number available	price	crating
Pullover Torso Machine	(62)	825	45.
Behind-neck Torso Machine	(14)	645	45.
New Torso/Arm Machine	(27)	620.	45.
Rowing-type Torso Machine	(12)	660.	45.
Curling and Triceps Machine	(43)	875.	45.
Hip and Back Machine	(26)	985.	65.

**DELUXE MACHINES (Selectorized)**

Behind-neck Torso Machine	(17)	880.	55.
New Torso/Arm Machine	(21)	845.	55.
Rowing-type Torso Machine	(11)	895.	55.
Men's Hip and Back Machine	(14)	1,360.	75.
Leg Extension Machine	(19)	885.	55.
Leg Curl Machine	(11)	845.	65.

**SUPER MACHINES**

Super Pullover-Torso Machine	(28)	1,580.	85.
Combination Pullover & Torso/ Arm	(16)	2,290.	95.
Combination Behind-neck & Torso/Arm	(12)	1,965.	85.
Men's Geared Hip and Back Machine	(19)	1,890.	75.
Women's Geared Hip and Back	(16)	1,685.	75.
Compound Position Triceps	(15)	925.	65.
Compound Position Curl	(18)	980.	65.

Casey Viator, front view on page 60 (opposite page) in a before photo May 1, 1973 at a bodyweight of 166.87 pounds, then at a bodyweight of 212.15 lbs. May 29, 1973. Above we see back poses before and after at the same bodyweights, on the left May 1, 1973 at 166.87 and on the right 28 days later at a bodyweight of 212.15 lbs.

Several other types of Nautilus Machines . . . the Double Chest, Double Back, Double Shoulder, Super Hip and Back, Compound Leg, and Super Leg Machines . . . are no longer available at the old prices.

A new price list will soon be mailed to all Nautilus customers, or can be obtained by writing.

Prices F.O.B. factory in DeLand, Florida. Crating charges must be added to all machines shipped by commercial truck line. Florida residents, or out of state customers picking up at the factory, must add 4 per cent state tax . . . but machines that are picked up do not have to be crated, and thus there is no crating charge.

Terms, 50 per cent with order, balance prior to shipment. Or full payment with order.

**NAUTILUS SPORTS/MEDICAL INDUSTRIES**  
P.O. Box 1783  
DeLand, Florida 32720  
Phone area code 904 228-2884

# An Important From

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During the last two years, we have added more than 50,000 square feet of new buildings to our Florida plant . . . and we are now in the process of adding another huge building that will have a total of 90,000 square feet under one roof.

We have also added several acres of paved parking for employees and customers . . . and are now in the process of building a private heliport on the site of the Florida factory so that we can pick up incoming customers in our own helicopter and transport them from the airports in this area (primarily Daytona and Orlando) directly to the factory.

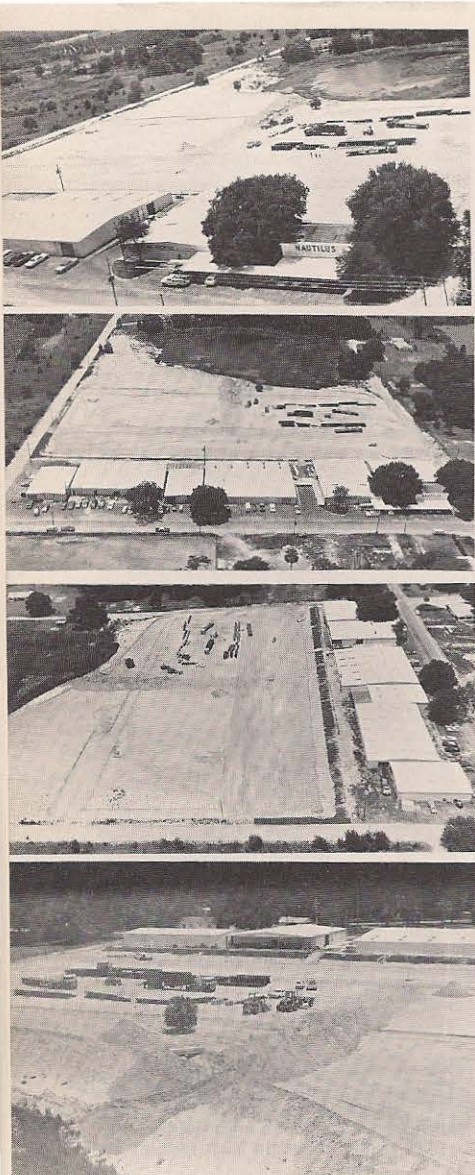
We are presently operating four aircraft . . . a twin-engined plane and two single-engined planes, in addition to the helicopter. We are just completing our own major printing facility, giving us the "in plant" capacity to do a major part of our own printing with highest quality in both color and black / white . . . and we have just completed a full sound studio for the production of our own motion pictures, instructional films, etc.

In short, we are growing rapidly . . . at a pace that must be seen to be appreciated. But we still have difficulty staying up with demand . . . and the situation appears to be getting worse instead of better.

Additionally, like all manufacturing facilities in this country we are faced with very high costs for both materials and labor . . . and those situations are getting worse by the minute.

**BUT** . . . there IS an answer. We are opening a huge manufacturing plant in South America . . . in an area where labor is available to the point of surplus, at a small fraction of labor costs in this country.

There are, of course, drawbacks . . . the added cost of transportation, duty to be paid on items imported into this country, the cost of building the plant in South America, etc.



**Top photo: An aerial view of one corner of the Nautilus factory in Florida. Second photo down: An aerial view of the Nautilus factory in Florida. Next Photo: A side view of the Nautilus factory in Florida, showing the start of construction of an enormous new building with 90,000 square feet of floor space. Bottom photo: A rear view of construction work on the recent additions to the Nautilus plant in Florida.**

# Announcement

# Nautilus

But, on balance . . . the problems are far outweighed by the advantages.

Quite frankly, it is my firm personal opinion that large numbers of American manufacturing facilities will simply "go under" within the next few years . . . simply because they will be unable to survive with the present labor situation being what it is all over the country.

We intend to survive, and to continue to grow at our present unprecedented rate . . . we have the best product by far, we have the customers, and we are only now starting to attract the attention (or even attempting to attract the attention) of the biggest customers, the schools and hospitals. So we will do whatever is required . . . and the South American plant is the answer.

## Nautilus

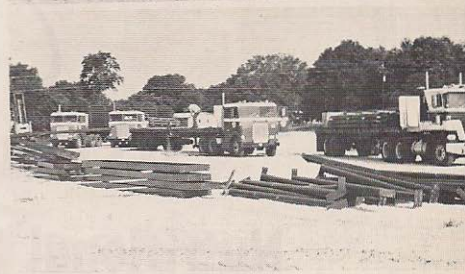
## Sports / Medical

## Industries

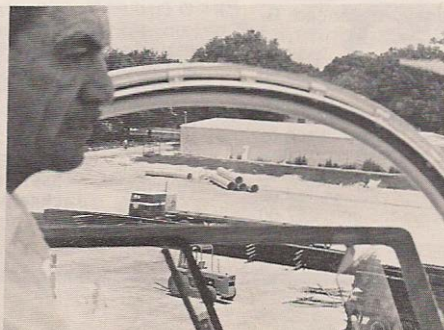
P.O. Box No. 1783

DeLand, Florida 32720

Phone 904-228-2884



Top photo: Huge drainage pipes being installed at the rear of the Nautilus factory in Florida. Second photo down: Steel girders arriving for the new 90,000 square foot building now being added to the Nautilus factory. Third photo down: An enormous drill-press weighing 15,000 pounds, being unloaded for installation at the Nautilus factory in Florida. Bottom photo: Arthur Jones lands his helicopter on the job site at the Nautilus factory in Florida.



At left: Supervising the unloading of steel by radio from the helicopter. On right: Arthur Jones in helicopter over the rear of the Florida Nautilus plant.