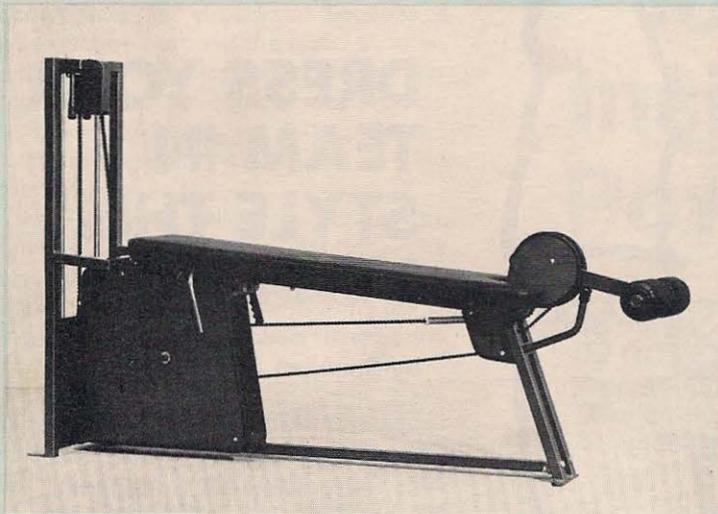


Nautilus provides the solution to an old problem



A Nautilus Leg Curl Machine is designed to condition the injury-prone hamstring muscles.

Nutilus Sports/Medical Industries is a research-product company.

Applied to athletics, our research can mean the difference between success and failure.

Our product is the finest exercise equipment in the world.

We're aware of the responsibility attached to such a statement. With the assortment of claims pervading the world of sports, separating fact from misconception isn't easy.

But we're in a position to help. Sports medicine is our business, and we'll offer all of the facts of exercise that you'll consider.

An investment in Nautilus exercise equipment is the most promising you'll make for the physical education program of your school. There are many reasons why this is true.

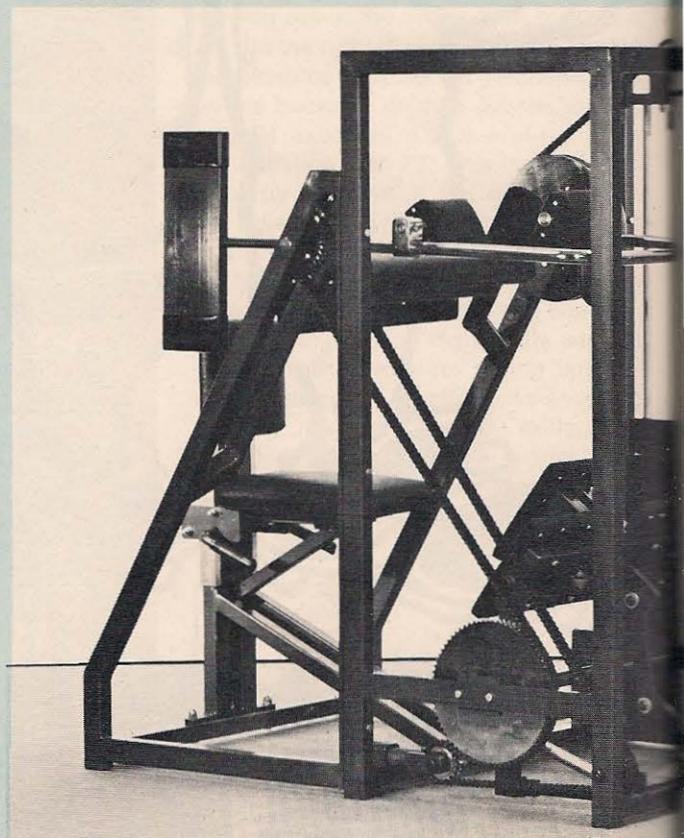
Choosing the right equipment is an important step in developing winning athletes.

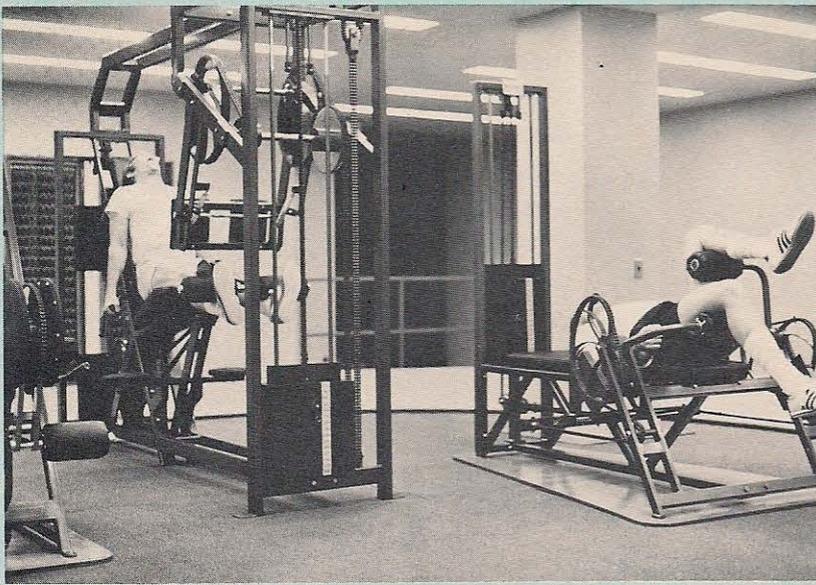
Much planning is required. The wrong choice may represent an expenditure that can never be justified.

But just what are some of the things that you should consider?

The amount of money for spending will probably be foremost in your mind. And rightly so. Everyone wants the most for his money.

But an error often results because economy and the amount of the initial





Nautilus offers efficient exercise regardless of training goals.

These trainees are participating in a medically-supervised program at the Athletic Center of Atlanta. The facility is Nautilus equipped and is conveniently located in downtown Atlanta.

investment are thought of as one and the same. Nothing is further from the truth.

What about thinking of economy in terms of the results produced? Or the injuries prevented? Or how about the service-life of the equipment?

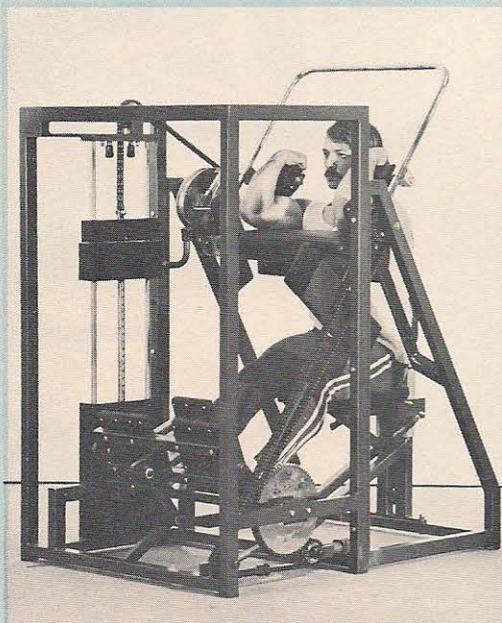
Economy can consist of many things seemingly unrelated to money.

Nautilus is the first logical approach to exercise, and we consider the most logical approach the most economical in terms of immediate and long-range benefits.

PROGRESSIVE EXERCISE. The human body will rapidly respond to exercise. But, exercise must be applied throughout the full range of muscular movement, or a large part of the effort will be wasted. And it's a fact that you can't compensate for lack of results by increasing the amount of training. More training will produce even less results.

Nautilus is high-intensity, low-force exercise. The kind of exercise that must improve any athlete. A properly performed Nautilus workout is brief, yet high in intensity. The design of Nautilus applies calculated stress throughout the full range of movement.

With this type of exercise, you're limited only by the potential of the athlete.

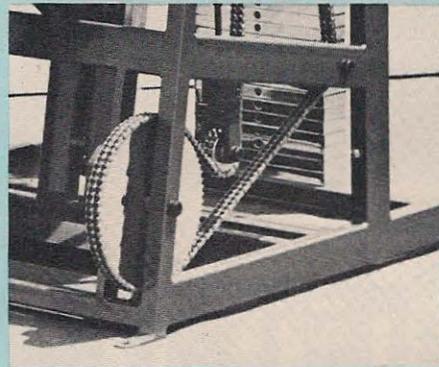
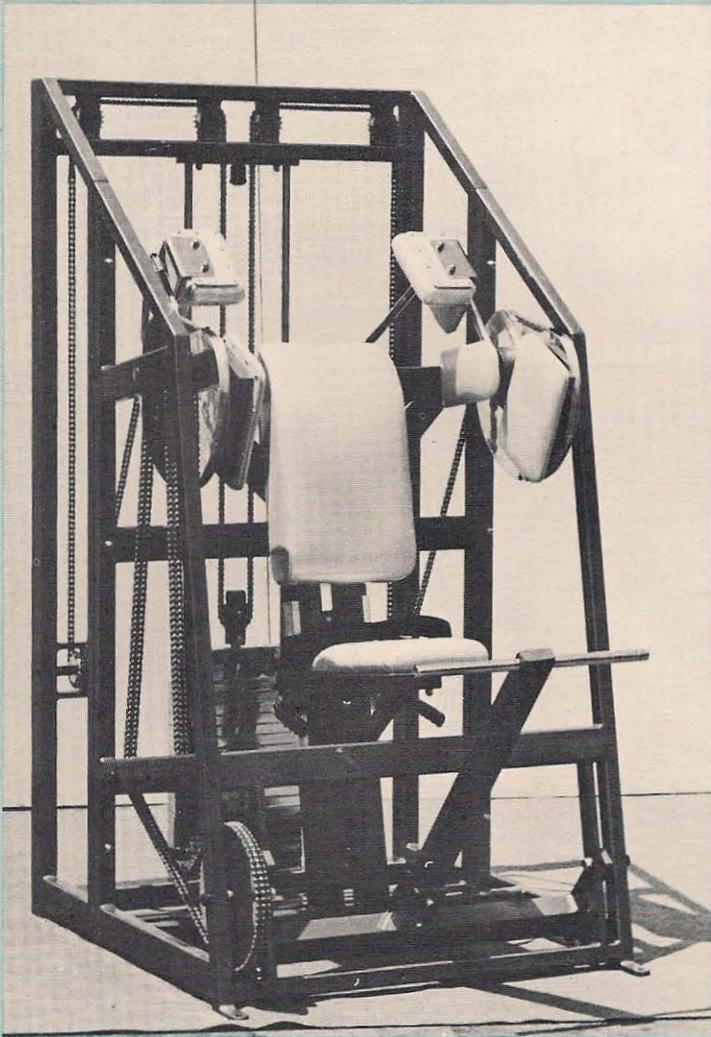


A Nautilus Omni Curl Machine. The omni series permits **NEGATIVE** exercising without the aid of a training partner. For more information regarding negative training, please send for the complimentary brochure: **NEGATIVE ONLY.**

CONTINUED ON FOLLOWING PAGE

But when injuries have occurred, Nautilus' record speaks for itself. Noted orthopedic surgeons are utilizing Nautilus as their most successful means of post-surgical rehabilitation.

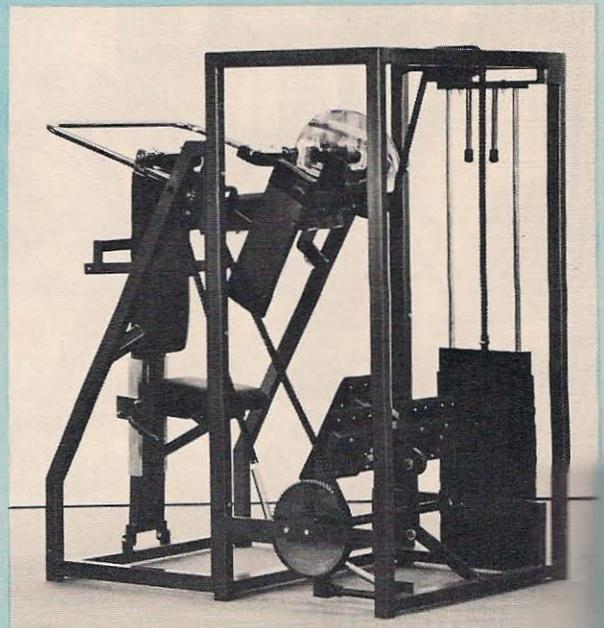
LONGEVITY. In ten years, how many times will you have had to replace conventional types of exercise equipment? That's one reason why Nautilus is the choice of the Pro teams. Teams like the Miami Dolphins, the Cincinnati Bengals, the Dallas Cowboys, the San Francisco Forty-Niners, the Buffalo Bills, the Los Angeles Rams, the St. Louis Cardinals, the Houston Oilers, the Denver Broncos, the Cleveland Browns, the Washington Redskins, and hundreds of other professional, college, and high school teams. Teams that are ready to approach exercise from a logical point of view. And teams that are tired of wasting their money on other forms of equipment that can't deliver what the manufacturer claims.



A Nautilus Super Pullover Machine and drive-sprocket assembly.

Omni Tricep Machine

INJURIES. Since Nautilus allows efficient exercise throughout the entire range of movement, injuries are less likely to occur. The entire body has been exposed to the only exercise that promotes full-range development. And no price can be placed on an athlete's safety.



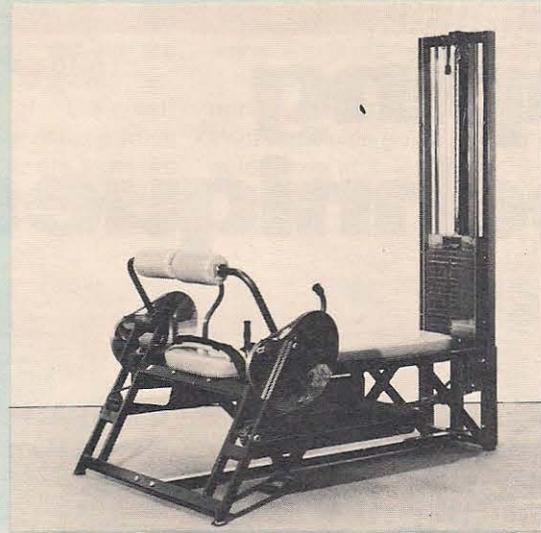
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Take our DUOsymmetric/POLYcontractile Hip and Back machine. It's designed to condition the largest and most important muscles in the body. The solid block aluminum cams are honed to the shape required to produce correct variable resistance. Built with solid steel bracket supports, chromed steel sprockets, and chain with a test strength of 3700 pounds, this machine will provide years of service.

Our Pullover machine is designed to offer conditioning for the major muscular structures of the upper torso. Never again must upper-body conditioning be limited by the strength of the arms. The resistance is applied to the elbows through durable pads that enable you to exercise in as much comfort as possible. And the movement arm is balanced by two solid steel counterweights that cancel out random torque.

Built to last. Designed to produce results and reduce injuries. The DUOsymmetric/POLYcontractile Hip and Back machine and the Pullover machine . . . equipment that you'll be proud for your school to own, and available together at a price comparable to most other exercise equipment.

If you want the finest, you'll choose Nautilus. Then discover that the finest is also the most economical.



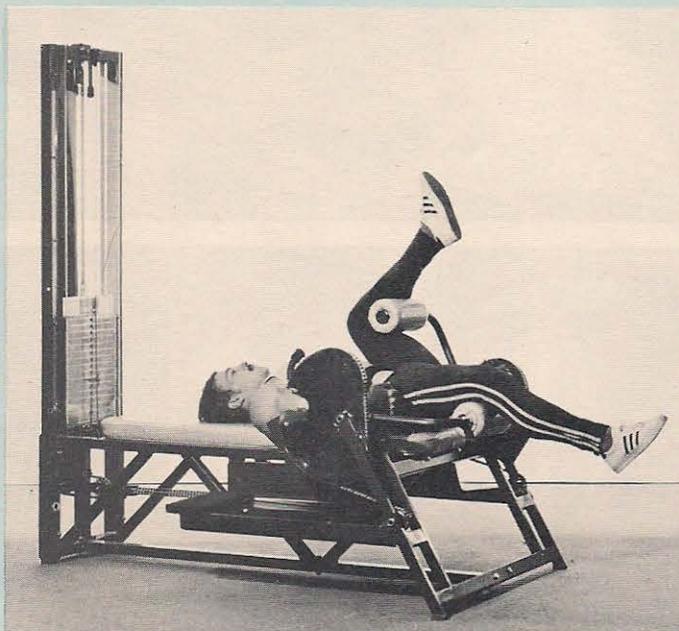
DUOsymmetric/POLYcontractile Hip and Back Machine.

It's no surprise to us. But we represent the first logical approach to exercise. And the athletic program at your school can benefit from our experience.

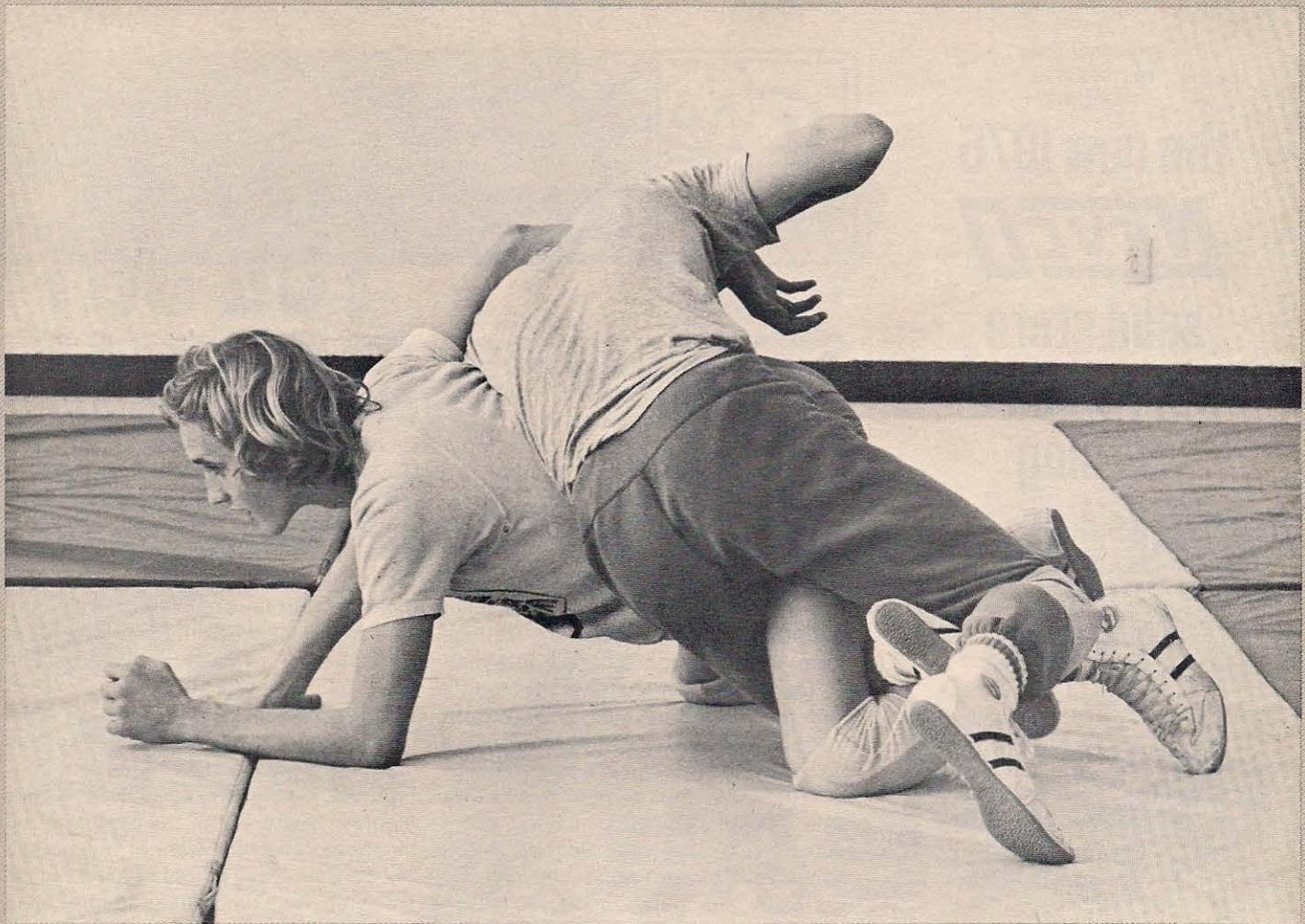
For additional information, please send for our catalog and brochures. They're free for the asking.

Nautilus Midwest
1 Corry Street / University Plaza
Cincinnati, Ohio 45219
Phone 513 / 221-2600

Regional distributor for the products of Nautilus Sports/
Medical Industries, DeLand, Florida.



For the development of speed, strength, and flexibility, a Nautilus DUOsymmetric/POLYcontractile Hip and Back Machine is unequalled by any other kind of training equipment. And it's priced for the limited budgets of high schools and colleges.



Nautilus means bright prospects for Wrestling.

Wrestling requires speed, strength, and flexibility. No team can excel in wrestling without these assets. And your team needs proper training to insure proper development in these areas.

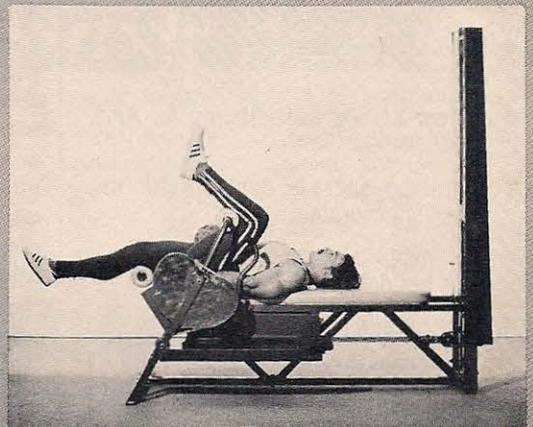
Nautilus offers legitimate conditioning. The kind of conditioning that brings consistent success.

A Nautilus Pullover machine offers more than 240 degrees of rotary resistance. The upper torso is conditioned rapidly and efficiently to the demands of wrestling.

A Nautilus DUOsymmetric/POLYcontractile Hip and Back machine provides full-range exercise for the legs, hips, and lower back—your strongest muscles. 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.

For more information, please send for our complimentary brochures.



A Nautilus DUOsymmetric/POLYcontractile Hip and Back Machine

Nautilus

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Time as a factor in

Athletic Training

Time is the most important factor in any physical activity.

Time is one of the few things you can't buy.

Training time should be devoted to the most productive type of training . . . and proper utilization of Nautilus exercises will produce maximum strength increases in minimum time.

Recovery time **MUST** be adequate for total system recovery between training periods; if not, then losses in strength will be produced instead of increases. Properly performed Nautilus workouts are so brief and infrequent that total recovery is assured between training sessions . . . strength increases steadily and rapidly, and the athlete is not left in a constant state of exhaustion between workouts.

Most of any athlete's training time and energy **MUST BE** devoted to directly sport-connected training . . . football players must practice and develop the skills required in football, sprinters must sprint. Supplemental training can and will improve performances in any athletic activity . . . but it must not conflict with other training programs.

Nautilus provides strength training that does not make inroads into other training activities. Everything else being equal, a stronger athlete will always win . . . in any sport.

It is neither necessary nor desirable to build great strength and muscular mass into the torso and arms of a sprinter or a basketball player . . . but athletes involved in those sports do require maximum strength in the muscular structures that contribute directly to those activities. Two or three weekly training sessions properly devoted to high-intensity Nautilus exercises will quickly produce large-scale increases in both strength and endurance . . . improving both running and jumping ability.

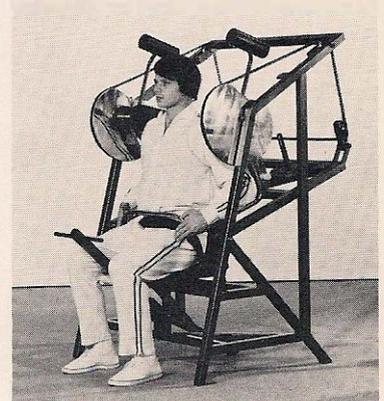
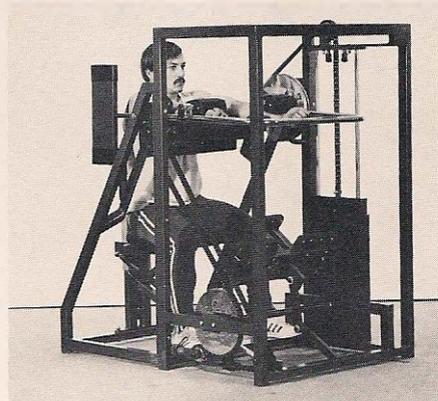
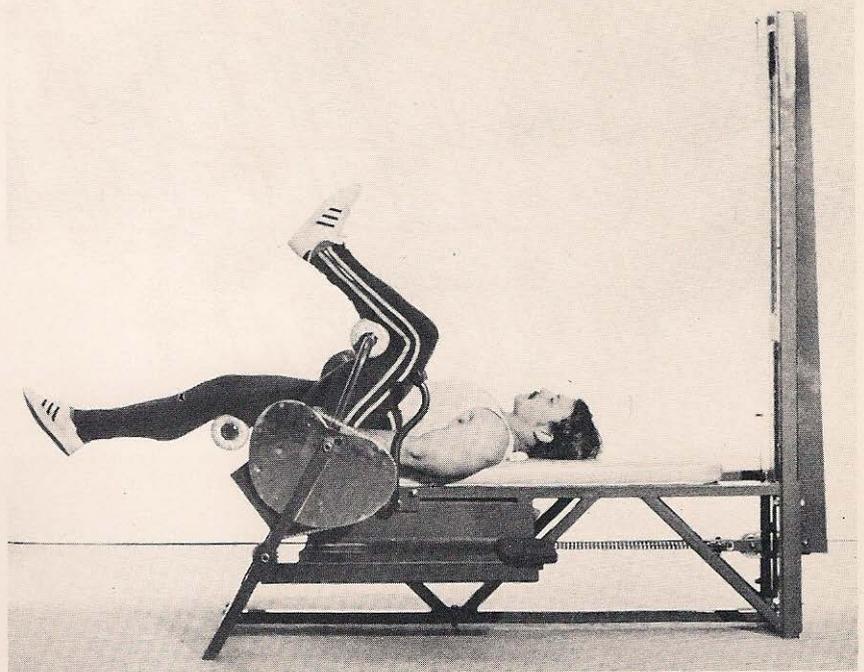
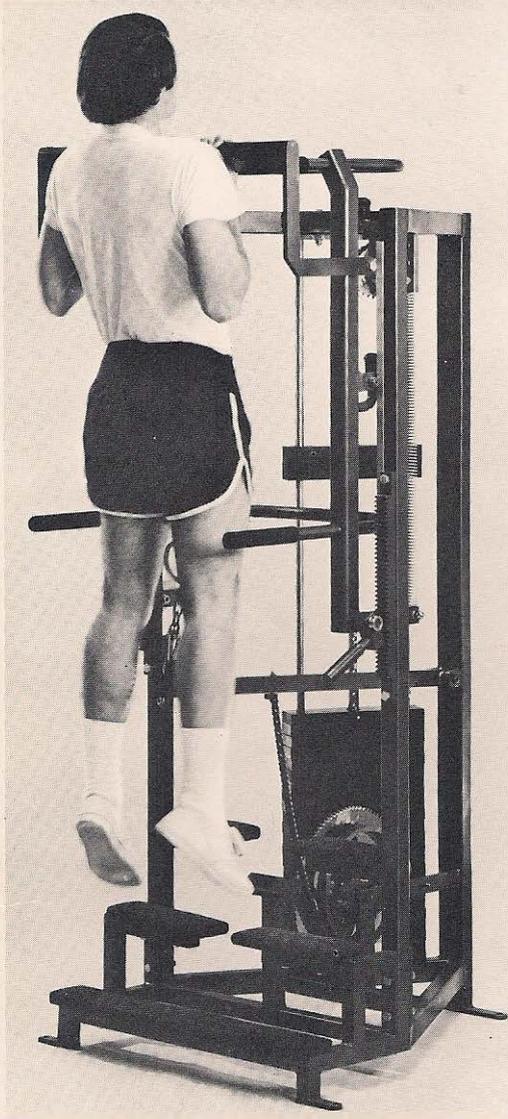
Time properly devoted to Nautilus exercises will improve any athlete . . . in any sport.

Less than one hour of weekly training time is all that is required for the production of maximum results with Nautilus exercises . . . more training time is neither necessary nor desirable.

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Important facts about Nautilus

Full-range exercise has certain requirements. Lacking even one of these requirements, full-range exercise is impossible.

Exercise can be provided in a number of ways, but full-range exercise can be provided in only one way. Nautilus is the only source of full-range exercise. "Function dictates design", and the requirements for full-range exercise dictated the design of Nautilus equipment.

Improved flexibility increases speed and greatly reduces the chances of injury . . . and improvements in flexibility are a direct result of full-range exercise.

Increased strength throughout the entire length of a muscular structure improves functional athletic ability in ANY SPORT—another direct result of full-range exercise.

Nautilus equipment is now being used by the Buffalo Bills, the Miami Dolphins, the Cincinnati Bengals, the St. Louis Cardinals, the Los Angeles Rams, the Cleveland Browns, the Denver Broncos, the Houston Oilers, and hundreds of other professional, college, and high school athletic teams.

Nautilus equipment is also being used exclusively in a number of Sports/Medical Clinics operated by leading orthopedic surgeons.

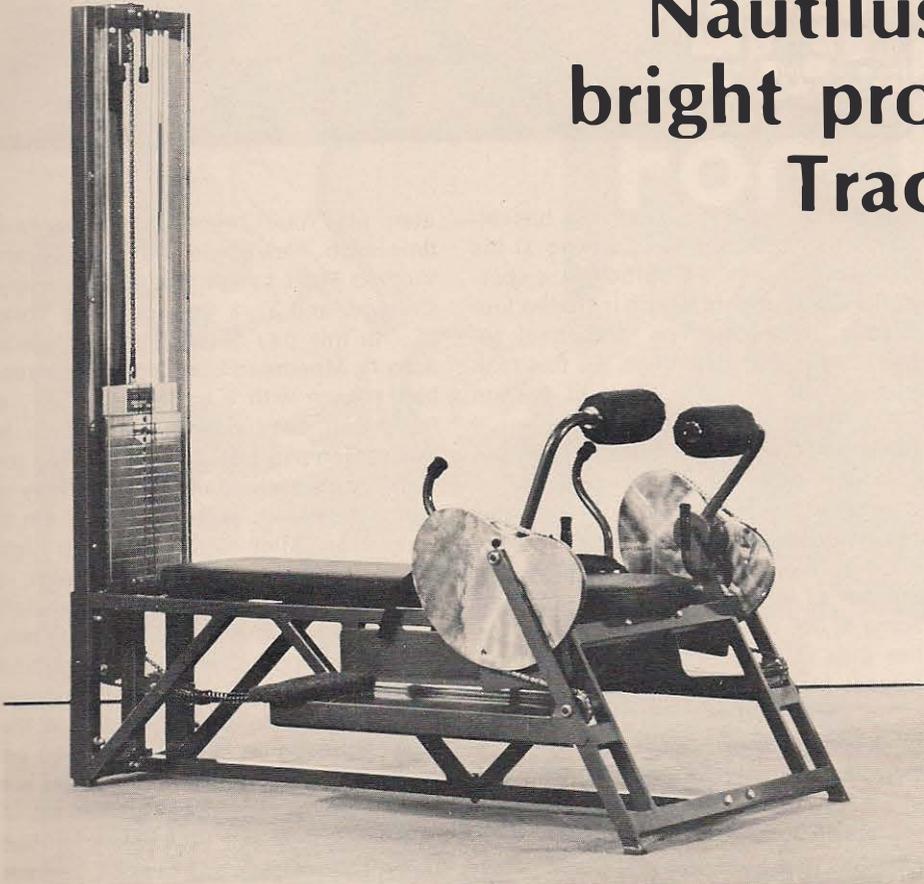
The leaders in American sports and sports/medicine chose Nautilus on the basis of facts, not claims . . . and the fact is that Nautilus is the ONLY source of full-range exercise.

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Nautilus means bright prospects for Track and Field



The DUOsymmetric/
POLYcontractile Hip and
Back Machine provides full-
range exercise for the
lower back, buttocks, and
rear of the thighs.

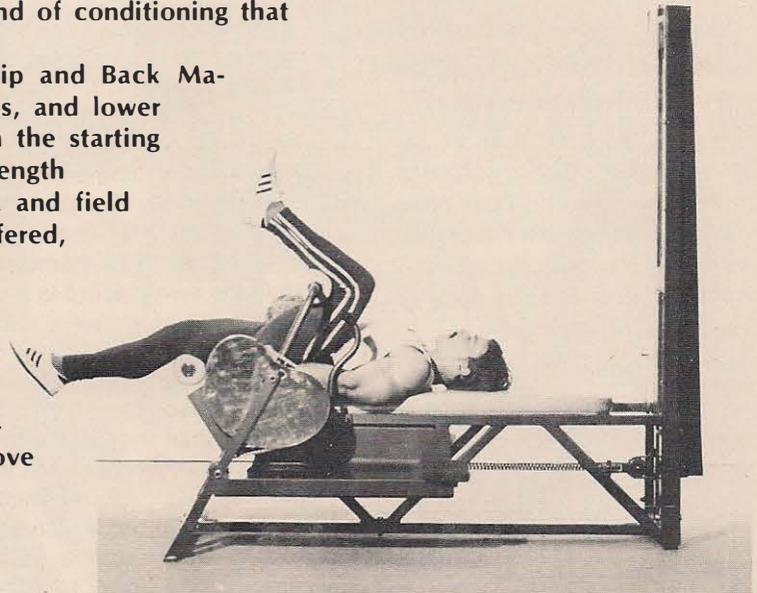
Alternate leg movement
promotes balanced de-
velopment.

Track and field events require speed, strength, and flexibility. No team can excel in track 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 Nautilus DUOsymmetric/POLYcontractile Hip and Back Machine provides full-range exercise for the legs, hips, and lower back—your strongest muscles. Heavy resistance in the starting position produces large-scale improvements in strength and flexibility . . . ideal for the demands of track and field events. 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.



A Nautilus DUOsymmetric/POLYcontractile
Hip and Back Machine

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Proper exercise has certain requirements.

Nautilus provides ALL of them.

The "heart" of every Nautilus machine is the exclusive Nautilus "cam" . . . the spiral-shaped pulley that automatically and instantly varies the resistance as movement occurs.

When you move, you become stronger—or weaker—depending upon the direction of movement. The Nautilus cam instantly compensates for the resulting change in strength—automatically increasing or reducing the resistance to match your changing strength.

With conventional exercises you are always limited by your strength in the weakest position, thus, you never have enough resistance in the stronger positions.

Nautilus provides correct resistance in every position; lower in your weak positions, higher in your strong positions, and maximum in your strongest positions.

Muscular contraction

Muscular contraction produces torque (rotary force around an axis) . . . and torque is a resultant of two factors: (1) the length of the moment arm (or lever), and (2) the amount of weight (or straight-line force).

If you double the length of the moment

arm, then you double the torque, even though the weight remains constant.

In a Nautilus machine, the selected weight can be as much or as little as you require—and the weight remains constant during the exercise. But the Nautilus cam varies the moment arm as movement occurs, thus increasing or reducing the effective resistance—the torque.

Conventional exercises work only "part" of a muscle, but Nautilus works ALL of a muscle.

With conventional exercises you are limited by poorly designed tools. With Nautilus, you have tools that permit you to exercise to the limit of your own potential.

Why limit your results by using exercises that do not provide the requirements of the muscles themselves?

Why not build maximum strength in a minimum of time while greatly increasing the flexibility of your athletes and reducing the danger of injury?

Quite simply, there is NO OTHER METHOD of providing this important requirement for full-range exercise . . . and the cam is exclusive with Nautilus.

Nautilus

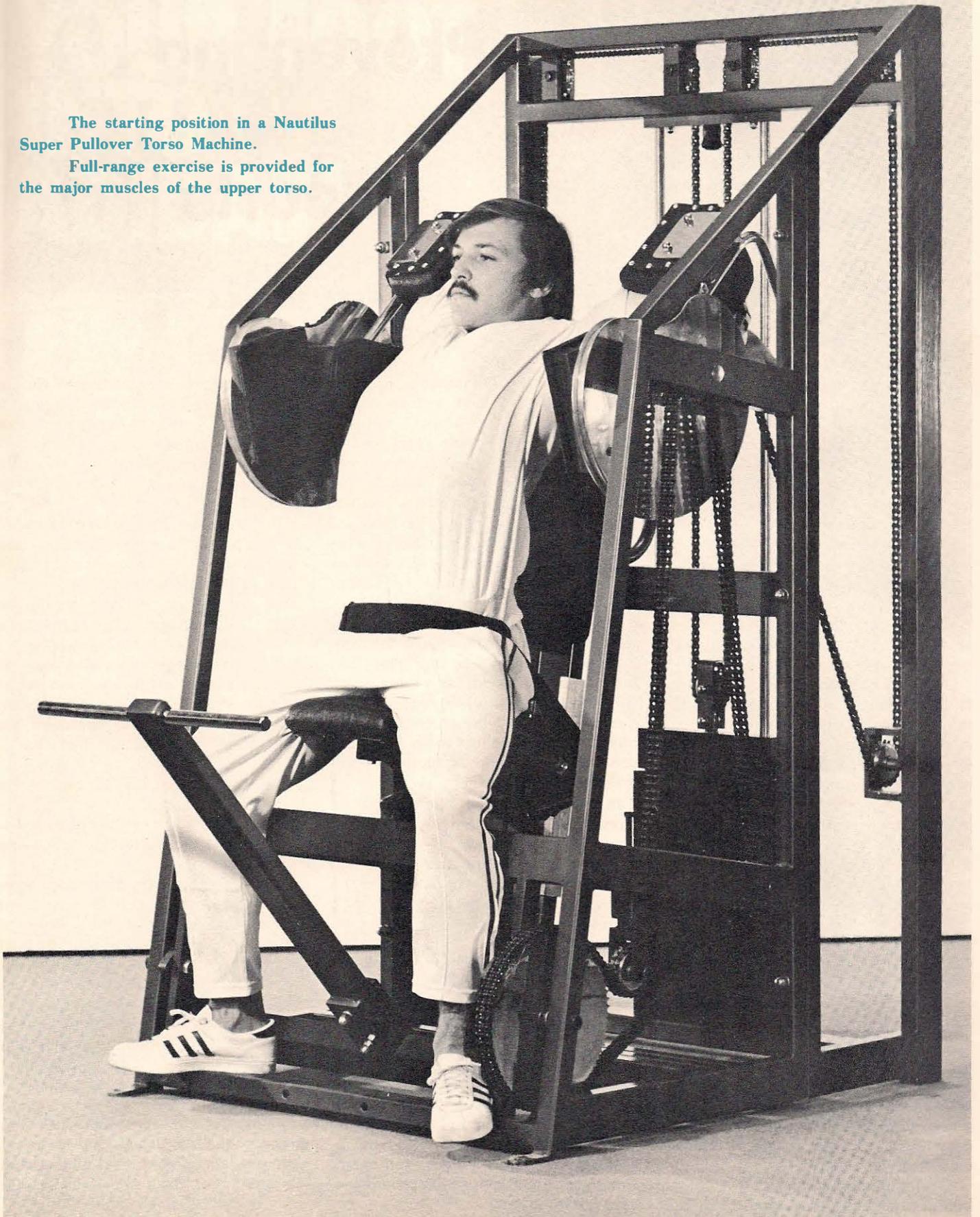
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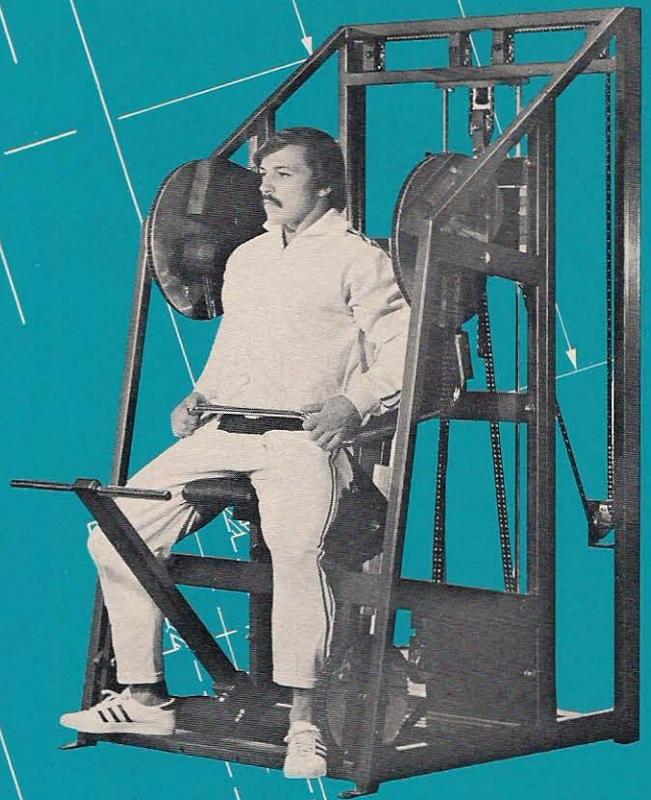
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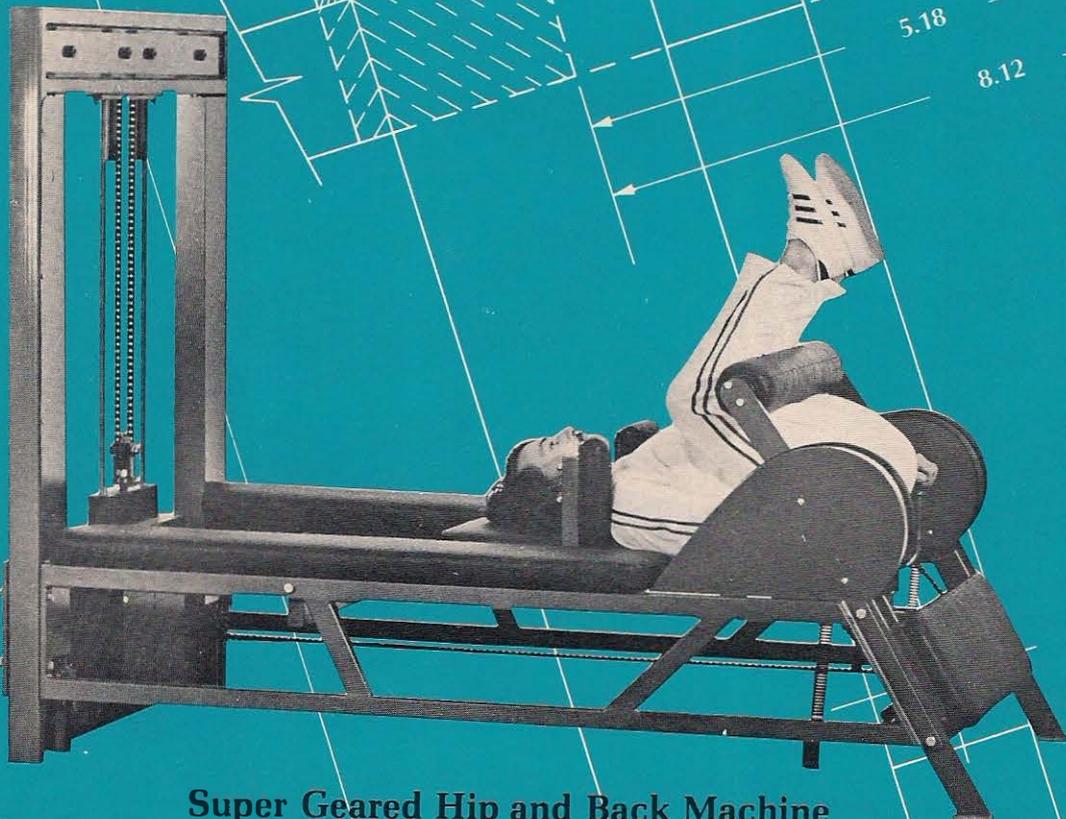
The starting position in a Nautilus Super Pullover Torso Machine.

Full-range exercise is provided for the major muscles of the upper torso.





Super Pull Over Torso Machine



Super Geared Hip and Back Machine

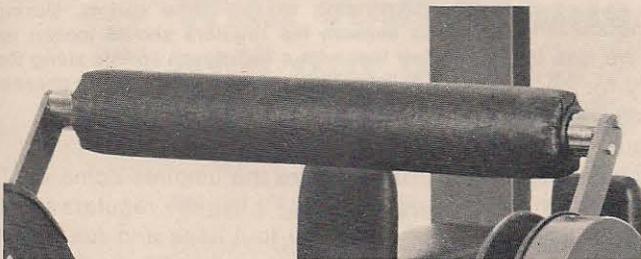
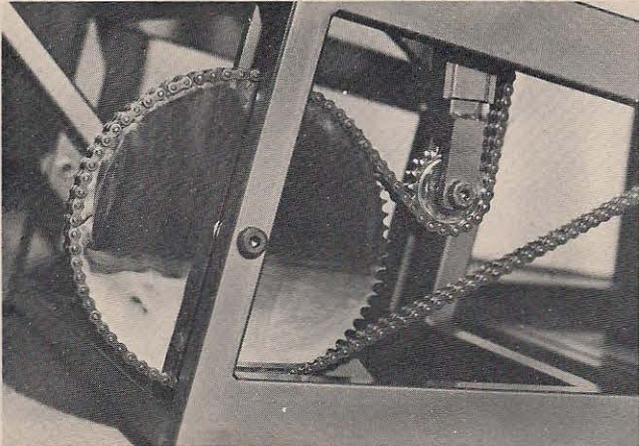
Nautilus set out to build the finest exercise equipment in the world.

The facts speak for themselves.

Nautilus felt that the most productive exercise equipment should also be the most durable.

The 3" x 1½" tubular steel frame is joined with more than 130 welds for overall rigidity.

Double chain with tensile strength of 7,400 pounds engages a solid steel movement arm via the chromed drive-sprocket assembly. The sprocket alone weighs 23 pounds. And ¾" steel shoulder bolts serve as sprocket axles.

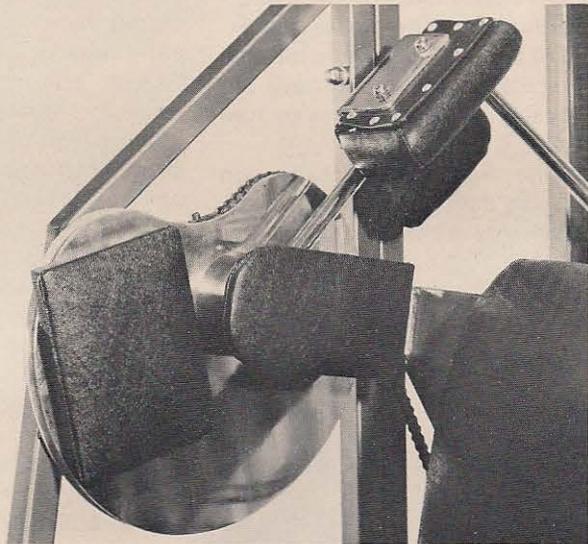


Aluminum cams.

Another innovation from Nautilus—precision "cams" honed from solid block aluminum. Strong, yet light. All cams are

balanced with steel counterweights to cancel random torque.

And you'll find plenty of padding, for exercise in as much comfort as possible.



Nautilus is the leader in sports.

Hundreds of professional, college, and high school athletic teams depend upon the quality of Nautilus. And only Nautilus provides the requirements for full-range exercise.

When you invest in Nautilus, you're assured of obtaining the most productive exercise for all sports.

Most machines can be delivered within 60 days of order.

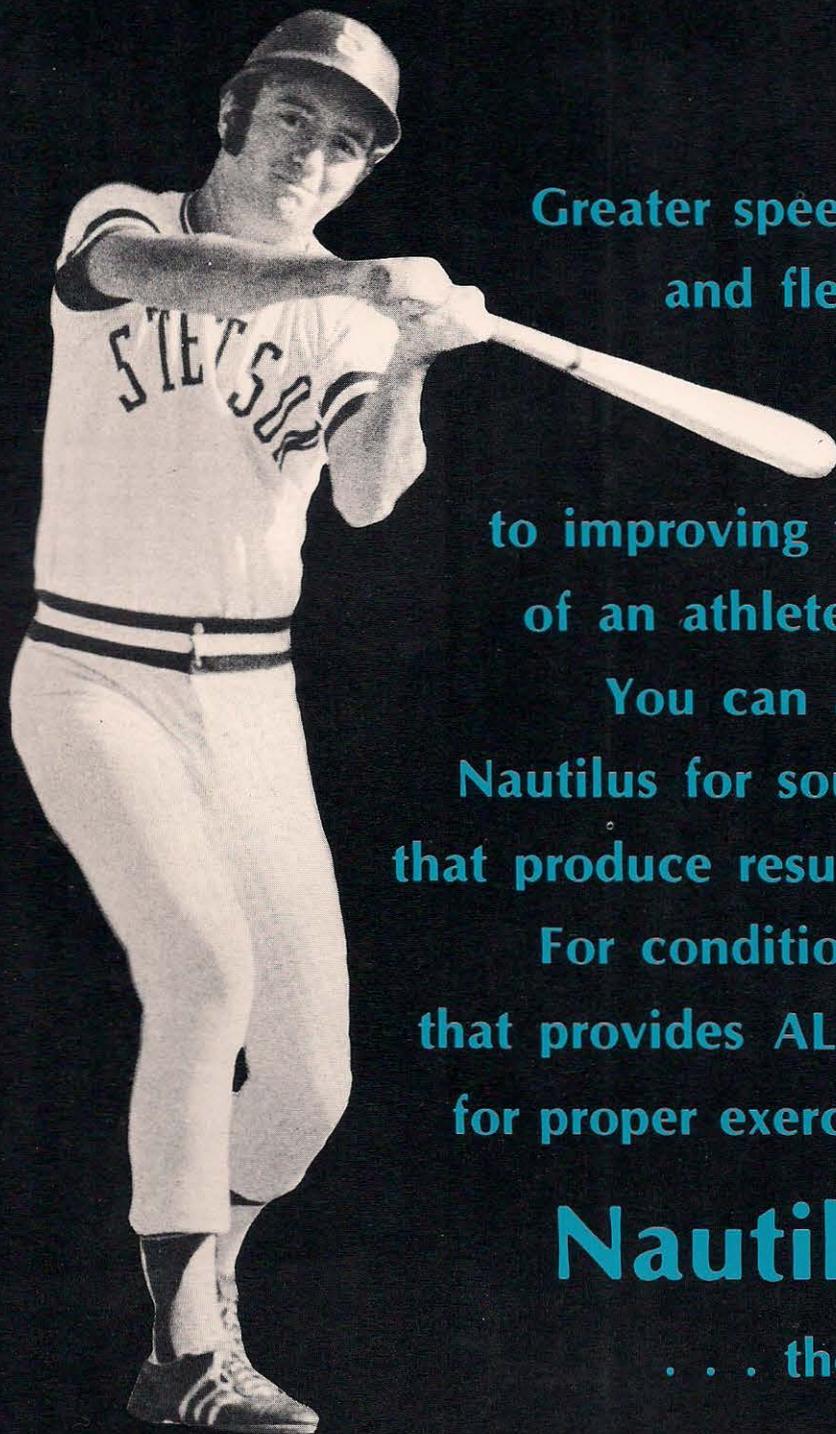
Why settle for less than the best?

With Nautilus, a new era has begun in athletics. We invite you to share in our goal of logical conditioning.

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Greater speed. Increased strength
and flexibility. Reduced
injuries.

Nautilus is dedicated
to improving the functional ability
of an athlete in ANY sport.

You can always rely upon
Nautilus for sound training concepts
that produce results.

For conditioning equipment
that provides ALL of the requirements
for proper exercise, look to . . .

Nautilus

. . . the leader in sports.

The Stetson University Baseball team compiled their
best record using Nautilus equipment.

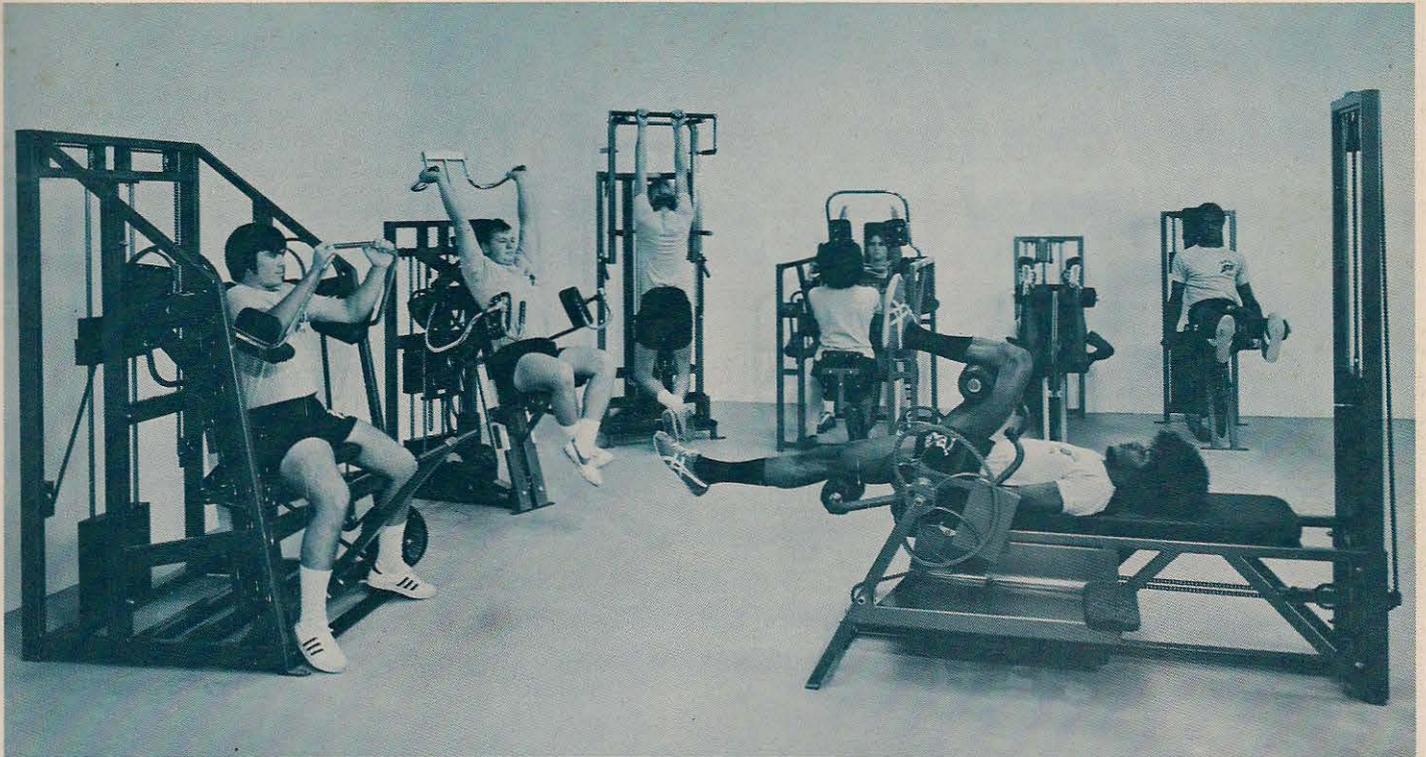
NAUTILUS SOUTHWEST
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Phone 214/661-1730

Regional distributor for the products of . . .

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High-intensity Exercise ... only from Nautilus

Low intensity exercise will do very little in the way of increasing strength. And too much exercise will prevent strength increases.

But anything increasing the **intensity** of exercise is a step in the right direction.

The barbell was the first step in the direction of logical strength-training. Exercise research led Nautilus the rest of the way—to the most productive exercise equipment in the world.

Why is Nautilus more productive than any other form of training? Because Nautilus provides the highest possible intensity of exercise. Intensity that is impossible to produce in any other manner. And training time is reduced to an absolute minimum, leaving room for other activities.

Only Nautilus provides **all** of the requirements for full-range exercise. Nautilus is the **only** source of **total** exercise.

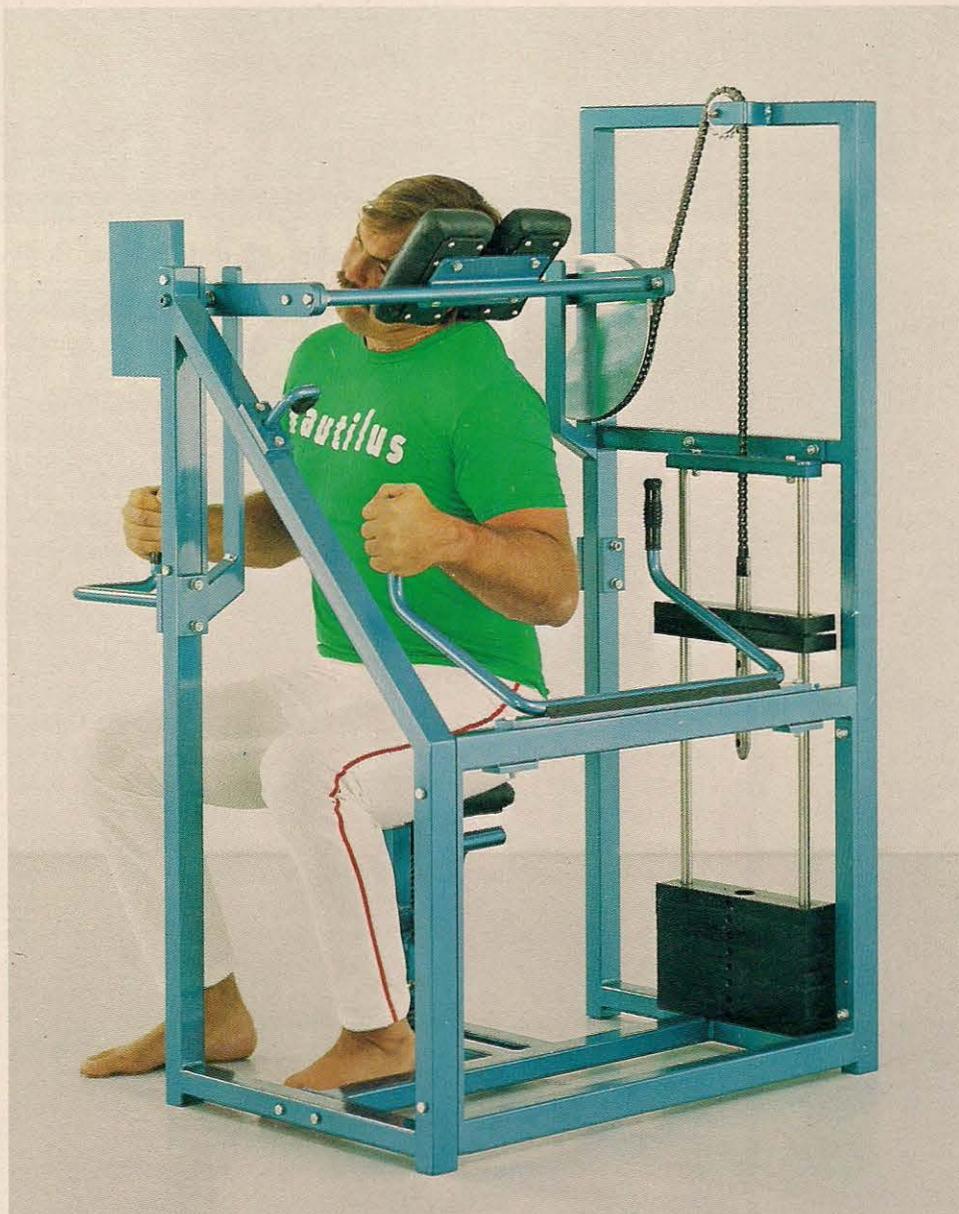
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A New Experience in Exercise

THE ATHLETIC JOURNAL



**Dick Butkus demonstrates one of the four
exercises provided by the
Nautilus 4-way, Direct Neck Machine.**

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60 OUNCES of PREVENTION

Nautilus SPORTS / MEDICAL INDUSTRIES announce . . .

..... SPORTSMATE

The chronic pain, discomfort and dysfunction commonly known as "TENNIS ELBOW" can result from participation in any activity involving the muscles of the hands and forearms. According to informed medical opinion, more than 5,000,000 people in the United States are currently suffering the effects of chronic tennis elbow . . . a result of participation in tennis, bowling, golf, baseball, handball, racquet ball, skiing, fly fishing, gymnastics, karate, judo or any one of a long list of other activities.

A LARGE PART OF THE RESULTING PAIN AND DISCOMFORT CAN NOW BE PREVENTED . . . AND MANY CASES CAN BE REHABILITATED WITHOUT SURGERY.

Tennis elbow is caused when a force is imposed upon the muscles or connective tissues in the area of the elbow . . . a force in excess of the structural integrity of that part of the anatomy. Prevention of tennis elbow depends upon avoiding these forces . . . or, upon increasing the strength of the tissues to a point where the encountered forces will remain within harmless limits.

So there are only two possible approaches to the problem of tennis elbow . . . either avoid the dangerous forces . . . or increase the strength of the involved tissues to a point where the same level of forces become harmless. But in fact, you cannot avoid the forces if you participate in sports . . . but you can now increase the strength of the tissues to a point where many cases of tennis elbow will be totally avoided.

SPORTSMATE is the result of a scientific research and development program that started in 1958, culminating in a symposium on the prevention and rehabilitation of tennis elbow conducted by the Sports Medicine Foundation of America. SPORTSMATE is a scientifically designed, quality engineered product of Nautilus Sports/Medical Industries, designers and manufacturers of the world's finest professional sports and medical training equipment.

SPORTSMATE IS SPECIFICALLY DESIGNED FOR THE PREVENTION AND REHABILITATION OF TENNIS ELBOW . . . providing the only practical source of full range, automatically variable, rotary form, direct, positive and negative resistance for the development of increased structural integrity of the muscles and connective tissues subject to damage from participation in activities involving the hands and forearms.

Regular use of SPORTSMATE will also improve functional ability and flexibility . . . for that extra margin of performance . . . every member of the family can use SPORTSMATE in the convenience of the home or office. Eight minutes of proper use of SPORTSMATE, three times weekly, a total of only twenty-four minutes of weekly use . . . will significantly improve the strength of the muscles and connective tissues utilized in all sports involving the hands and arms.

USE SPORTSMATE FOR A BETTER AND SAFER GAME.

SPORTSMATE is manufactured in the United States and is UNCONDITIONALLY GUARANTEED BY NAUTILUS SPORTS/MEDICAL INDUSTRIES FOR A PERIOD OF ONE YEAR. Full refund of purchase price will be made immediately upon return for any reason.

Nautilus Sports/Medical Industries

P.O. Box 5000 Dept. 10 DeLand, Florida 32720

Enclosed is \$19.95 plus \$2.25 for shipping, or bill to

Account # _____

Master Charge

Bank Americard

Expires / / _____

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

Florida residents add \$.90 Florida sales tax.

California residents add \$1.20 California sales tax.

FULL RANGE EXERCISE . . .

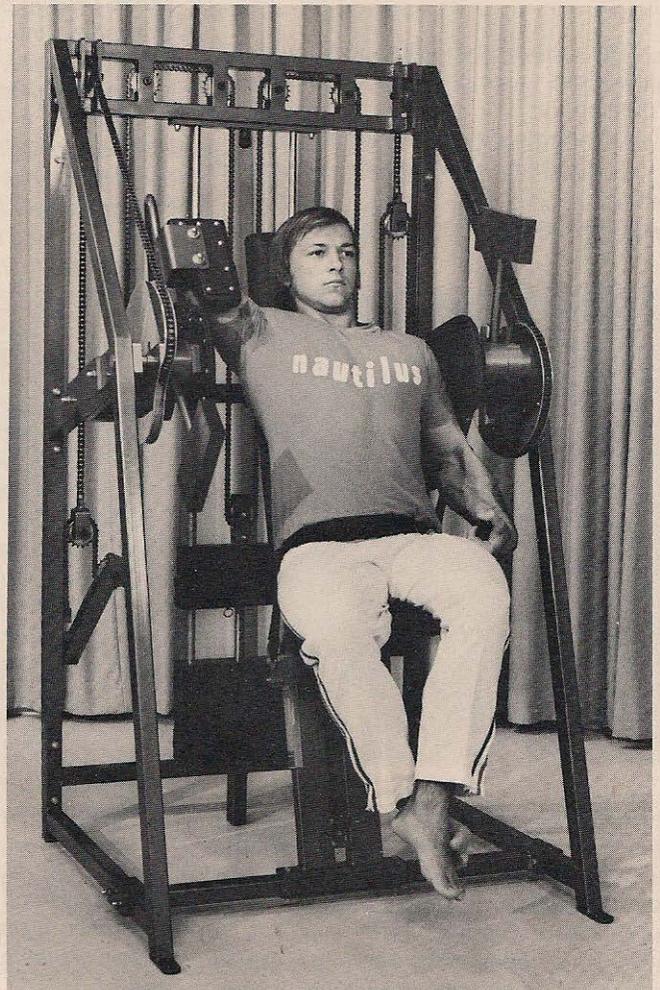
builds STRENGTH, SPEED and FLEXIBILITY

Muscles produce movement by straight-line contraction . . . but the resulting movement of the related body part is rotary in nature; the result being that full range exercise for a muscle can be produced only by an exercise that provides a rotary form of resistance. NAUTILUS INVENTED ROTARY FORM EXERCISE . . . and Nautilus is still the only exercise providing true rotary movement.

Movement throughout a full range of possible movement produces large changes in usable strength, because of resulting changes in bodily leverage and because of changes in the strength of a muscle as it contracts; the result being that total exercise for the entire mass of a muscle requires a form of resistance that varies as movement occurs, becoming heavier or lighter as may be required . . . but resistance that simply changes is not enough, it must vary in exact accord with the requirements of the muscles, instantly, exactly, automatically. It must be balanced in accordance with the requirements. NAUTILUS INVENTED VARIABLE RESISTANCE and BALANCED RESISTANCE . . . and Nautilus is still the only exercise that provides true variable resistance, balanced exactly in accordance with the requirements of the muscular and leverage systems of the body. Such proper variation of resistance is of extreme importance for good results from exercise, and it can be achieved in only one way . . . by the use of a cam; and NAUTILUS INTRODUCED THE CAM TO EXERCISE.

Full-range exercise requires stretching . . . which can be provided in only one possible manner; by a range of resistance that actually exceeds the range of movement of the user . . . Nautilus exercises are the only form of exercise that provide this important factor of stretching. Without which, it is simply impossible to improve flexibility . . . and equally impossible to work the entire

mass of a muscle. NAUTILUS INTRODUCED STRETCHING into strength training . . . and Nautilus is still the only source of strength exercises that provide stretching.



The Nautilus DUOSymmetric—POLYcontractile Pullover Torso Machine provides rotary resistance over a range of more than 280 degrees of movement.

A high intensity of muscular contraction is an absolute requirement for the production of worthwhile results within a reasonable period of time . . . and the highest possible level of intensity is a direct result of pre-

stretching; until and unless a muscle is pre-stretched, many of the available muscle fibers simply will not become involved in any form of exercise . . . the result being that it is easily possible to terminate an exercise at an apparent point of muscular failure when in fact only part of the muscle has been worked. Pre-stretching of a muscle is a result of stretching it immediately prior to contraction; which is why you instinctively pull back your fist just before punching, why you dip just before jumping, why you back swing a baseball bat or a golf club.

NAUTILUS INTRODUCED PRE-STRETCHING into strength training . . . and Nautilus is still the only source of strength exercises that provide pre-stretching.

A full-range exercise must provide resistance in a position of full muscular contraction . . . at the finishing point, in a position where additional movement is simply impossible, the muscles must still be exposed to heavy resistance; if you can pause and rest in any position during an exercise without being forced to hold against constant resistance, then it is not a full-range exercise . . . Nautilus and **ONLY NAUTILUS**, provides exercise with constant resistance in every position throughout a full range of possible movement, starting in a stretched and pre-stretched position and ending in a position of full muscular contraction with resistance in every position. If you can pause and hold the top of an exercise, in a "locked out" position with the weight supported by your bones instead of your muscles, then it is not a full-range exercise. You cannot lock-out with Nautilus full-range exercises . . . **NAUTILUS INTRODUCED CONSTANT RESISTANCE** to strength training, and Nautilus is still the only source of constant resistance.

There are ten basic requirements for full-range exercise . . . lacking even one of these requirements, full-range exercise is

impossible. These requirements are . . . (1) **POSITIVE WORK** . . . (2) **NEGATIVE WORK** . . . (3) **ROTARY FORM MOVEMENT** . . . (4) **AUTOMATICALLY VARIABLE RESISTANCE** . . . (5) **BALANCED RESISTANCE** . . . (6) **RESISTANCE IN A FINISHING POSITION OF FULL MUSCULAR CONTRACTION** . . . (7) **DIRECT RESISTANCE** . . . (8) **UNLIMITED SPEED OF MOVEMENT** . . . (9) **STRETCHING** . . . and (10) **PRE-STRETCHING**.

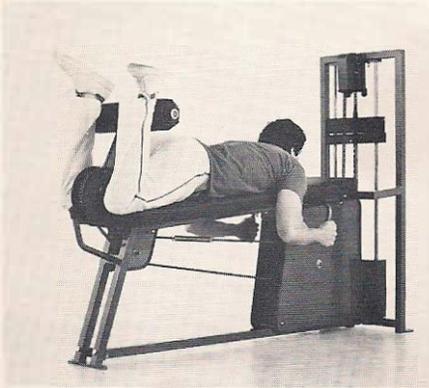
Only Nautilus provides all of the ten requirements for full-range exercise . . . most other forms of exercise provide only three of the ten requirements, positive work, negative work, and unlimited speed of movement. And one form of exercise, friction based exercise, provides only one of the ten requirements for full-range exercise. **NAUTILUS** is still the **ONLY SOURCE** of **FULL-RANGE EXERCISE**.

When the muscles are properly worked with full-range, total exercise, then it is neither necessary nor desirable to spend several hours a day in the gym in order to produce results . . . on the contrary, rapid, large scale increases in both strength and flexibility can be produced in a matter of only a few weeks, as a result of very brief workouts lasting less than thirty minutes. Three weekly workouts of approximately thirty minutes each, a total training time of less than nine hours spread over a period of six weeks, will produce marked increases in overall muscular strength . . . while simultaneously improving flexibility, speed and cardiovascular endurance. The actual amount of training has very little to do with the production of good results from exercises performed for the purpose of increasing strength . . . intensity is the key to success in strength training, and only Nautilus provides truly full-range, high-intensity exercise, **TOTAL EXERCISE**.

For additional information, contact . . .



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Leg Curl Machine



Compound Leg Machine

Improve athletic ability with Nautilus

Full-range exercise has certain requirements. Lacking even one of these requirements, full-range exercise is impossible.

Exercise can be provided in a number of ways, but full-range exercise can be provided in only one way. Nautilus is the only source of full-range exercise. "Function dictates design", and the requirements for full-range exercise dictated the design of Nautilus equipment.

Improved flexibility increases speed and greatly reduces the chances of injury . . . and improvements in flexibility are a direct result of full-range exercise.

Increased strength throughout the entire length of a muscular structure improves functional athletic ability in **any sport** — another

direct result of full-range exercise.

Nautilus equipment is now being used by the Buffalo Bills, the Miami Dolphins, the Cincinnati Bengals, the Saint Louis Cardinals, the Los Angeles Rams, the Cleveland Browns, the Denver Broncos, the Houston Oilers, and hundreds of other professional, college, and high school athletic teams.

Nautilus equipment is also being used exclusively in a number of sports/medical clinics operated by leading orthopedic surgeons.

The leaders in American sports and sports/medicine chose Nautilus on the basis of facts, not claims . . . and the fact is that Nautilus is the **only** source of full-range exercise.

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RETRACTION BY ARTHUR JONES

Dated October 23, 1975

In the November, 1974, issue of Athletic Journal, I published a 6-page advertisement entitled "Criminal Fraud . . . or Unbelievable Stupidity." As a result of rumors spread by third parties, I was erroneously led to believe that Dr. Gideon Ariel was guilty of having made fraudulent or stupid claims, the claims that I accused him of in that advertisement.

But since then, I have met and talked to Dr. Ariel at great length on several occasions. Whereupon, having learned the facts, I realized that Dr. Ariel was misrepresented by third parties, and was not in fact guilty of making either the statements or claims attributed to him by others.

Signed Arthur Jones