



Boyer Coe's arm has probably never looked larger than shown here. See article for information.

(EDITOR'S NOTE—The following material was prepared as a result of a form letter distributed to magazines and gyms over the country, and since Iron Man was more or less directly involved, since we had published the original material which stimulated the critical letter below, we felt we should publish the letter and the reply by Mr. Jones. This may also serve as an answer to others who might have had doubts or felt impelled to ask a number of questions concerning Mr. Arthur Jones and the machines he is producing.)

615 West McLoughlin Boulevard
Vancouver, WA 98660
November 12, 1970

Arthur Jones Productions
P.O. Box 1783
D'Land, FL 32720

Subject: Nautilus Training Equipment.

Gentlemen:

I am a bodybuilder with two years experience with conventional weights and methods. I have invested a great deal of time, energy, and money in the pursuit of healthful goals. Naturally, I absorb any and all information pertinent to health and muscle development; and when I read that the fantastic Nautilus Training Equipment was finally available, I ran to get my checkbook and immediately wrote out a check for \$4,415.

Sincerely,

Duped

Surely Mr. Jones must realize that the above letter was designed in the interest of foolishness. There is, of course, no check enclosed and certainly not for that

Jones Answers A Critic

amount. In the short time I have been associated with members in the various fields of muscle development—particularly in physique training—I have become increasingly aware of the ridiculousness of exaggerated claims in the promotion of new ideas and equipment. Frankly, I am more than fed up with such claims and I consider your article in IRON MAN (November, 1970, Vol. 30 No. 1) not only exaggerated and based without factual information, but highly damaging to the iron game and to all persons genuinely seeking healthful goals.

The following are quotations from your article:

"Starting from scratch, with a sixteen-year-old previously untrained boy, we built his lats to an unbelievable size in a period of less than eight weeks. With another subject, a man that had been in hard, constant training with weights for seventeen years, we increased his chest size by over three inches in a period of less than a month.

"Boyer Coe performed one fairly light set on one of the pull-over type lat machines and was extremely sore in the lats for several days as a result; and one set on one of our new curling machines pumped his arms to a greater size than they had ever reached before."

"If these exercises fail to produce at least ten times the rate of progress you have experienced previously, then you are not performing them properly; probably not working hard enough, or pausing between sets, or performing too many cycles; and these exercises are fully capable of producing as much as thirty times the results usually produced by conventional training methods."

If these are not the most spectacular and provocative statements in the history of bodybuilding, you manage to exceed even yourself by saying, "I have no doubt that any level of desirable development will be far exceeded by many individuals, now that it is at last possible to do so."

You, sir, must take your rightful place as the Super-Duper Jet-Age muscle developer of all time. And so, Arthur Jones, on behalf of intelligent bodybuilders everywhere, I present to you the NO FACT PLAQUE bearing the in-

scription you so justly deserve.

Did Mr. America, Boyer Coe, really get a super, never before achieved pump from just one fairly light set on your Full-Range Omni-Directional Rotary Movement Automatically Variable Balanced Resistance Arm Machine or didn't he? That is the question that every bodybuilder is asking. No longer are promoters content with asking for tens of dollars for surefire equipment, now there's a gentleman that is asking for hundreds of dollars from individuals and institutions everywhere for equipment that will bring results that are what may be considered as factual as slick opinion. What gall, sir! I, for one, would not hesitate to purchase such equipment if the author could provide information that would prove his statements, thereby eliminating any doubts as to the integrity of the author and the effectiveness of his equipment.

If exact research was conducted, there should be much material available to the general public. Responsible persons should not equivocate in providing names and addresses of persons who underwent such experimentation. I, for one, would like to see actual photographs and read authentic statements from these persons.

If there is a fee for my request, I would be most happy to comply. To keep the records straight, I intend to pursue this matter and matters like these to an unparalleled degree to determine the validity of your claims.

Fifty copies of this letter have been made and these copies will be sent to health clubs, health magazines, athletic departments of school systems, and private individuals. Accompanying this letter will be a copy of your advertisement (IRON MAN, November, 1970, Vol. 30, No. 1, p 70). Such dedicated men as Sam Loprinzi (Sam Loprinzi's Doorway to Health, Portland, Oregon) and fifth place recent Mr. America, Chuck Amato, (Knott Street Community Center) would also like to know the merits of your system so that they may influence their many friends and fellow members in the Nautilus Training System, thereby elevating the iron game to greater heights. Fifty copies of your reply will also be

sent to the above recipients.

I sincerely await your letter of recognition.

Judson Kiemele

P.S. If it is determined that the information you send is of value, I will be most happy to write an order.

November 16, 1970

Mr. Judson Kiemele:

Misdirected as it appears to me to be, your letter of November 12, 1970, was certainly not surprising. Insofar as the plaque is concerned, it now occupies a place of honor on our gym wall—I shall remember it fondly for the rest of my life.

In keeping with your obvious desire for maximum possible publicity, I have made arrangements to publish your letter in full in an upcoming issue of Iron Man magazine—together with this reply, and various statements that will become a part of it.

Now, taking your points of objection one by one; you objected to my mention of a spectacular example of latissimus growth—wherein I described the results produced in a period of eight weeks as being unbelievable.

In fact, most of the growth reported occurred in a period of six weeks—not eight weeks; during that time this subject gained eighteen pounds of bodyweight, markedly improved his degree of muscularity, greatly improved his

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SUPER-DUPER JET AGE
MUSCLE DEVELOPER OF
ALL TIME
TO
ARTHUR JONES
ON BEHALF OF
INCREDULOUS BODY-
BUILDERS EVERYWHERE"**

The above inscription is on a plaque which graces the wall of Mr. Jones' gym

strength, and produced the development shown in the photographs which I am enclosing.

The only exercise performed for the latissimus muscles during that period of time consisted of three brief weekly workouts on an early model of the Nautilus Pull-over-type Torso machine. A total of nine weekly sets, three sets during each of three weekly workouts.

The only other exercise of any

kind performed during that period was a program consisting of stiff-legged deadlifts, standing presses, regular curls, and full squats, all performed with a barbell. No chinning-type exercises, no pullovers, no pulldowns, no dips, no rowing motions—nothing for the latissimus muscles apart from the machine mentioned above, and less than thirty minutes of weekly training on it.

Your second point of objection involved an older subject, a man with seventeen years of previous training experience who gained more than three inches in chest size in less than a month. In this case my statement was "incomplete"—since I failed to mention that this subject suffered from the flu for nearly a week during that period of training. Had his health been good during this entire period, his gains would probably have been better. This subject's name is Larry Gilmore, his statement will be enclosed.

Your third point involved Boyer Coe; in this instance I was only reporting his statement made at the time—since I obviously could not experience his degree of latissimus soreness. But I do know with absolute certainty just how little training was required to produce that soreness.

Regarding his arm size—a temporary "pumped" size resulting from a very brief use of one of our curling machines—the facts were also accurately reported. This occurred on the day that I first met Boyer, and immediately after his workout we made several photographs of him; upon seeing those pictures I remarked that his arms looked far larger in the photos than I had expected them to. Whereupon he remarked, "Yes, they were larger than they ever were before." (or words to that effect.)

As you are no doubt aware, it is extremely difficult to judge actual muscular size by looking at photographs of an unfamiliar subject; thus I was not aware of Boyer's extra arm size upon seeing him in person—as I had no previous basis for comparison. But upon seeing him in the photos taken that day, I was immediately aware of an obvious increase in arm size—because I could compare these pictures with previous photos, and did. A copy of one of these photos is enclosed; I defy you to produce a legitimate photograph of Boyer that depicts an arm size even closely approaching



Here is the back of a young fellow described in the article, who gained such heavy thick latissimus development in so short a time. He is a beginner and knows nothing of lat spread or muscle display, but here you can easily see the thick, heavy development of the back.

the size shown in this picture—the arm is almost unreal looking.

Your next point of objection concerned my estimates of possible increases in training progress; and in this instance, at least, there may be some cause for an honest misunderstanding. I meant—and I clearly stated—"training progress." In other places I used a similar term with an identical meaning, "rate of progress." But it would appear that you have misread this as "final results."

And upon just what evidence do I base the claim that increases in training progress of as much as 3,000% can be produced in some cases?

Upon solid proof of examples that actually exceeded that percentage; in one such case, as a result of eleven brief workouts performed over a period of twenty-eight days, the subject increased his strength by 33 1/3% in the area which was least involved, and by over 184% in the area where the best results were produced.

And since most published scientific opinion on the subject has supported the idea that maximum possible human strength gains are limited to a rate of increase of

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