

Ironman Articles

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Train Under the Personal Direction of Arthur Jones

Ironman Advertisement

Personal supervision is one of the real secrets of success in physical training of any kind – and during the last fifty years alone, literally millions of people have purchased mail-order training courses from a number of experts in the field; but usually with little or nothing in the way of worthwhile results – because it is almost impossible to communicate clearly on this subject when the method of communication is limited to the written word. Realizing this great short-coming of previously-used training systems, we have developed a totally new, person-to-person approach to the problem – and after two years of development, this system of training is now available on a limited, “first come, first served” basis. With the use of Bell System WATS service (Wide Area Telephone Service), your training will be personally directed by the people responsible for the development of the revolutionary Nautilus System of Training.

Facts are facts – but people are individuals, and their problems are usually individual in nature. The perfect solution in one case may be (and frequently will be) the worst-possible approach to the situation in another case; in effect, while the same methods will work in ALL cases – the specialization of those methods MUST BE on an individual basis. With the use of standardized printed training programs, it is simply impossible to produce the same degree of results that can be produced by individual, person-to-person training instructions.

During the last year alone, hundreds of trainees from all over the country (and quite a number from out of the country, from Europe, from South America, from Canada, and even from Australia) have visited DeLand, Florida, for the purpose of training under the personal supervision of the developers of the Nautilus System of Training. Casey Viator lived and trained in DeLand for almost a full year – while training for the Teen-age Mr. America contest, the Mr. USA contest, the Jr. Mr. America contest, and the 1971 Mr. America contest, ALL OF WHICH CONTESTS HE WON. Pete Caputo trained in DeLand in preparation for the WBBG Mr. America contest of 1971, WHICH HE WON. Sergio Oliva trained in DeLand for the NBBA Mr. Universe contest in London – and while the result of that contest are not yet available, I can state that Sergio became the first man in history to build his arms to such a size that they are actually LARGER THAN HIS HEAD, almost unbelievable muscular size that literally must be seen to be fully appreciated, size that Sergio HAD NOT been able to develop during ten years of training elsewhere, size that he DID develop during two months of training in DeLand. Within the last year, our trainees have won thirty-four first place trophies in major physique competition – including every major AAU physique contest held during that period. We must be doing something right – and one of the “secrets” is individual, person-to-person supervision of training: TRAINING THAT IS NOW AVAILABLE TO ANYBODY – ANYWHERE.

Because of distance, time, and financial considerations, most people cannot come to DeLand to train – but NOW, with the use of the Bell System WATS Service, the advantages of individual, person-to-person training can be utilized by anybody. The Bell System WATS Service provides large blocks of long-distance telephone service at “wholesale” prices – effectively reducing the normal cost of long-distance telephone conversations. On an annual basis, the WATS service costs approximately \$23,000 for one line – which, of course, is far from being inexpensive; but if this service is properly utilized on a reasonably large scale, then the “cost per call” is greatly reduced – it becomes possible to make more calls and longer calls, at the same total cost, since you are paying for an open line instead of paying for each call on an individual basis.

The resulting reduction in the cost of long-distance telephone calls now makes it possible for us to offer direct, person-to-person, individual training instructions to anybody living within the limits of the continental United States (excluding Alaska) – at a price within the range of almost anybody, and at a price far below the normal cost of such personalized instruction. Thus we can now offer a full three MONTHS of individual training guidance for a total cost of only \$56 – including the cost of the many lengthy long-distance telephone conversations that form the “heart” of this method of training.

The Arthur Jones Collection

For obvious reasons, such individual training can be made available only on a limited “first come, first served” basis – we can provide this service for only a certain, definitely limited number of people. A total of seven long-distance telephone conversations will be involved... a total of TWO HOURS AND TWENTY MINUTES of person-to-person conversation with each trainee. And since there are only so many hours available, it is obvious that only a limited number of trainees can be served.

In addition to seven person-to-person long-distance telephone conversations of twenty minutes each, trainees will receive complete instructions by mail, programs that will be carefully, fully explained in writing – and then personally explained during the many long-distance telephone conversations.

For the purpose of carefully explaining the proper methods and styles of training, the written word alone is almost useless – even when pictures, charts, drawings, and explanatory diagrams are included; no amount of written explanation can ever make the most important points perfectly clear – no amount of reading can answer all possible questions.

But when all of the required information is available in written form – and when you can personally discuss your individual training problems with the author of the training instructions you are following – then it becomes possible to easily and fully understand all of the involved factors; if something isn't clear – ask the author to explain it to you fully. If you have individual problems (and everybody does) – ask the author to help you understand and solve them.

Taken altogether, the long-distance telephone conversations the books, the individual training routines, the personal attention to individual problems, this course of training is the “next best thing” to training personally in DeLand under the direct supervision of the inventor of the revolutionary Nautilus System. And while it should be clearly understood that most people will NEVER look like Casey Viator or Sergio Oliva – no matter how they train, and regardless of who supervises their training – it is nevertheless true that ANYBODY can produce maximum-possible progress within the limits of their own individual potential. But such progress is possible only if the correct information is available and fully understood – and such understanding can only come from personal conversation combined with the proper reading material.

In order to make this service available to anybody, we must have at least FORTY new trainees monthly – just to cover the cost of the WATS Service; and because of limitations of time, we can NOT offer this service to many more than that number of trainees – thus this training opportunity can be offered ONLY on a very limited, “first come, first served” basis. If too many people are interested (and that is possible), then those that cannot be served immediately will receive a refund in full – together with a letter stating when a future vacancy will exist; and one free long-distance call for the purpose of answering the most important training questions.

It is not essential that you own or have access to Nautilus training equipment to take advantage of this offer. Whatever you have at your disposal in the way of progressive resistance apparatus may be utilized. Barbells, squat rack, parallel dipping bars, chinning bars and/or any other items of this nature can be incorporated into such a program. In fact, an astonishingly effective result producing program can be fashioned with a standard plate loading barbell as the only tool.

Trainees that are accepted will be received an immediate mailed answer containing detailed instructions, including the day, date, and time of the first long-distance call.

THREE months of personal instructions – all costs included – covering “everything” (diet, form, style, order of training, exact programs, etc.), all for.....\$56.00.