

# BODYBUILDING AS I HAVE SEEN IT ...AS I SEE IT NOW

MTI EXCLUSIVE BY ARTHUR JONES

**A**LL conventional forms of exercise are seriously limited—and yet, if used over a reasonable length of time, such methods are still obviously capable of producing large-scale increases in both muscular size and strength; but how much better would the results be if such limitations were removed?

Some human muscular structures are capable of working over a range of movement of more than 240 degrees, almost all major muscles work over a range of at least 150 degrees, and at least one important muscle has a total range of movement of nearly 360 degrees; yet no conventional method of exercise is capable of providing a worthwhile range of movement of more than 90 degrees—and most exercises don't even do that.

During the performance of an exercise movement, as a muscle moves from an extended to a contracted position, the strength of the muscle increases markedly—in some cases by several hundred percent; yet no conventional method of exercise makes provision for this variation in strength—and as a result, muscles are worked too heavily in some positions and too lightly in other positions.

The list of such limitations is almost endless—so instead of listing them all, I will list the things an exercise should do for the production of best results; and it should be clearly understood that no conventional form of exercise meets any of the following requirements:

- 1 Full-range resistance; resistance that works the involved muscles from a position of full extension of a position of full contraction.
- 2 Omni-directional resistance; resistance that directly opposes the movement of involved muscles regardless of the direction of such movement.
- 3 Balanced, variable resistance; resistance that varies during the performance of the exercise—providing proper workloads in all positions.
- 4 Rotary resistance; resistance that provides rotary movements exactly matching the rotary movements of involved body-parts.
- 5 Unlimited resistance; resistance that is applied directly to the major muscular structures without the limitations imposed by indirect exercises involving other, weaker muscles.
- 6 Total resistance; resistance that involves all of the individual muscle fibers—instead of only a small percentage of them.
- 7 Effective resistance (actually, a result of the above six factors); resistance that will induce maximum-possible growth stimulation without

exceeding the recovery ability of the system.

A method of exercise that met any of the above requirements would produce far better results than are possible from conventional forms of exercise—SINCE CONVENTIONAL EXERCISES DO NOT MEET ANY OF THOSE REQUIREMENTS; and, obviously, a method of exercise that met all of those requirements would produce maximum-possible results.

If barbell exercises (with all their limitations) are capable of building an 18 inch arm, then just how big would the same arm be if had been exercised without such limitations?

We don't really know the final answer to that question—yet; but we are rapidly finding that previous opinions on the subject of maximum-possible muscular size were badly mistaken.

No conventional form of exercise for the biceps does much of anything for these muscles in their strongest positions—in the positions where they are strongest, and thus require the greatest amount of resistance, they are provided with absolutely no resistance in most exercises and with nothing approaching worthwhile resistance in any exercise.

Although he possesses outstandingly impressive arms, Boyer Coe found, upon trying one of our new curling machines, that he had practically no strength in the fully flexed position; in spite of eight years of steady, heavy training with barbells and conventional pulley exercises, the potentially strongest part of his arms had never been given enough work to develop any real strength in the strongest position.

When resistance is provided over the entire range of possible movement, then the muscles will respond in all areas—instead of only in some areas.

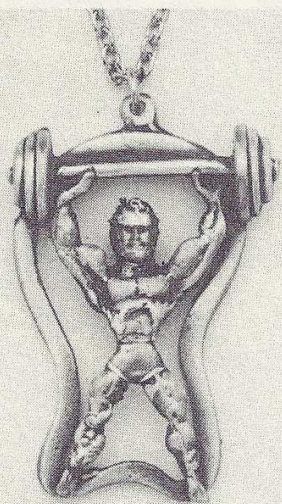
The result? Muscular size and strength never even dreamed of before—produced within a matter of a few months instead of over a period of several years, and produced by brief, infrequent workouts.

Thus a simply enormous degree of improvement has been produced by this revolutionary new form of exercise, improvement in at least four separate areas . . .

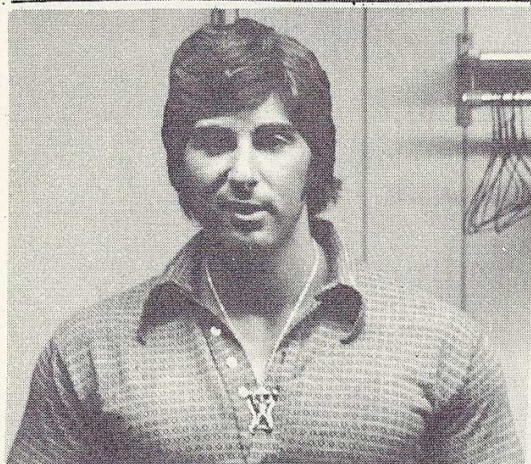
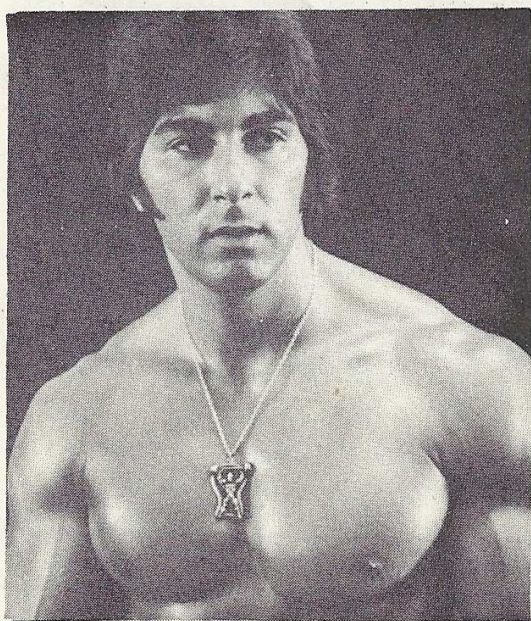
- (a) Elapsed training time has been greatly reduced, results can now be produced in months that were previously possible only from years of training.
- (b) The requirement for the frequency of workouts has been reduced from five to six weekly workouts.
- (c) The length of workouts has been reduced to as little as thirty minutes, with a maximum workout time

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**BODYBUILDING**  
(Continued from page 27)

(for best results) of not more than one hour and twenty minutes. A maximum weekly training time of not more than four hours (three workouts of one hour and twenty minutes each).

Thus, in effect, it is now possible to attain greater size and strength in a shorter period of time with fewer and shorter workouts.

But if this is so—many people will ask—then why isn't it possible to obtain even better results by using these methods more frequently, or by employing longer workouts?

Because, for the first time in the history of exercise, you are working all of the involved muscles; working them directly, working them over their full range of possible movement, and working them to a point of total exhaustion; thus, more frequent of longer workouts would exhaust your muscles beyond their ability to recover between workouts.

Once a muscle has been exercised properly, then no additional work is required, or even desirable; best results will always be produced when muscles are worked to the point of total failure—BRIEFLY and INFREQUENTLY. Any additional exercise beyond that will merely reduce the ability of the body to respond properly—results will be slower instead of faster.

A muscle must be warmed up properly, worked to the point of momentary failure—and then given a chance to recover.

Up to this point, I have mentioned only possible results, but I have said absolutely nothing about "ease of results;" do not make the mistake of assuming that these new methods are easy—they are not. On the contrary, this method of training is by far the hardest form of work known to man; enormously result-producing it is, very fast it is, also, but it isn't easy. And it wasn't intended to be.

We looked for, and we found, the hardest possible form of exercise, unbelievably hard exercise, brutally hard exercise; as it had to be in order to produce the kind of results that it does. So if you are looking for something "easy", then look elsewhere, because this isn't it; but if you want unbelievably fast results, then this form of exercise will produce them, at least ten times as fast as any other method of exercise—and in many cases at least thirty times as fast.

But you won't get such results by doing eight or ten sets on one of the new machines—eight or ten sets on

one of our new lat machines would probably kill you; if you lasted long enough to get through that many sets. Most people don't make it much if any beyond two sets at first, at which point they are stretched out on the floor in a dead faint, green in the face, violently sick, unable to move.

That wouldn't happen to you? Well, be my guest, but don't say you weren't warned. I don't care what kind of shape you are in at the start, until you have tried this system of training you literally do not know what hard training is. Heavy squats? Fast, heavy, high repetition squats? Well—some of our trainees do over twenty repetitions of full, fast squats with over 300 pounds as a "warm-up" for their lat-machine work; such a warm-up is required in order to get the breathing and circulation up to a point where the body can properly meet the requirements imposed by the heavy lat-machine work.

The degree of "pump" produced by such exercise? Not any, or at the very most, very little DURING THE EXERCISE, but almost immediately afterward, the muscles are pumped to a far greater degree than they have ever been as a result of any other form of exercise.

Why? Because, when all of the fibers of a muscle are working, it is impossible to produce much if anything in the way of a "pump," the individual muscle fibers are flexed—all of them are flexed—and blood simply cannot get in WHILE THE MUSCLES ARE WORKING.

But immediately afterwards, once a set is completed and the muscles are relaxed, the blood flows in at an enormous rate, and in a matter of a few seconds, the muscles are pumped as hard as a rock.

One or two sets of such exercise, repeated not more than three times weekly, are all that are required for producing simply unbelievable training progress, increases in both strength and muscular size; more than that number of sets, or more frequent workouts, would tear the muscles down faster than your system could rebuild them. Thus, with this system of training, short, infrequent workouts are not just a possibility, they are an absolute requirement.

And at the start of such training a certain degree of caution is well advised—two or three weeks of careful break-in training are an absolute requirement as well; up to this point nobody using this system has actually kidded himself by attempting to over-train, but dozens of trainees have worked themselves to the point of violent sickness within a matter of a few minutes. And they have done so in spite of firm warnings regarding the need for caution at first.

In general it has long been believed by most bodybuilders that the legs respond fastest to training. After a year of regular workouts, most trainees would display a far greater degree of

muscular development in their legs than in their other body parts, assuming that a well-rounded weight training program was being followed; so there was at least some evidence to support the theory that the legs were the easiest body part to develop. But regardless of such evidence, the theory itself is totally groundless.

Since the squat is a direct leg exercise, it should not have been surprising that the greatest degree of results would be in the legs; nor should it have been surprising that the upper body did not respond to any sort of training as fast as the legs did to squats, because there was no direct upper body exercise that could even begin to approach squats insofar as "intensity of effort" is concerned. Additionally, there was no upper body exercise that directly worked the largest muscle masses in the upper body and this "direct working of the largest muscular masses in the area being worked" was the primary factor behind the success of squats.

That much, at least, was clearly understood years ago; but no obvious solution presented itself, because the largest muscular mass in the upper body, the latissimus muscles, could not be worked directly. In order to work the lats, it was also necessary to work the arms, and the arms were the weak link in the chain, being smaller and weaker than the lats, they became exhausted long before the lats had been worked hard enough for much in the way of growth stimulation.

The potential size of the lats is literally enormous, far beyond anything that has been seen up to now; but such potential will never be realized unless the lats are worked directly and very hard. Second: such direct work for the lats will also cause as a "side effect" great increases in both size and strength throughout the entire body, even in the legs.

Guesswork? Theory? Wishful thinking? No, none of these, because an exactly similar effect has already been observed in connection with every other muscular mass in the body: growth in any muscle mass causes growth in all of the muscle masses in the body, even if they receive no direct exercise of any kind. This effect is most obvious as a result of squats, simply because the thighs, being so large, exert a proportionately large growth stimulation upon the other muscles.

And while their function is completely different from that of the thighs, the lats occupy a similar position in the upper body simply because of their size.

But even though this is true, since it is impossible to work the lats directly, and thus impossible to work them hard enough for maximum possible results, of what value is this information? Or at least that was the position as recently as two years ago; but then "breakthrough", a new principle was discovered.

A new principle that will literally revolutionize almost all sorts of physical training within the next three or four years. I can say with no slightest reservation: within two years we will see a degree of muscular development, both insofar as size and strength are concerned, that will be far beyond anything even dreamed of in the past. The "upper-body squat" now exists, and it will do for the upper body just what squats have long done for the thighs.

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## MEET BILL HILTON

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on alternate days. However, as his muscular development improved and he began competing in weightlifting and physique contest, he began using the split system of training. He exercised his upper body three times per week on alternate days and his lower body parts two times per week. He found it necessary to exercise his waist region daily in order to develop

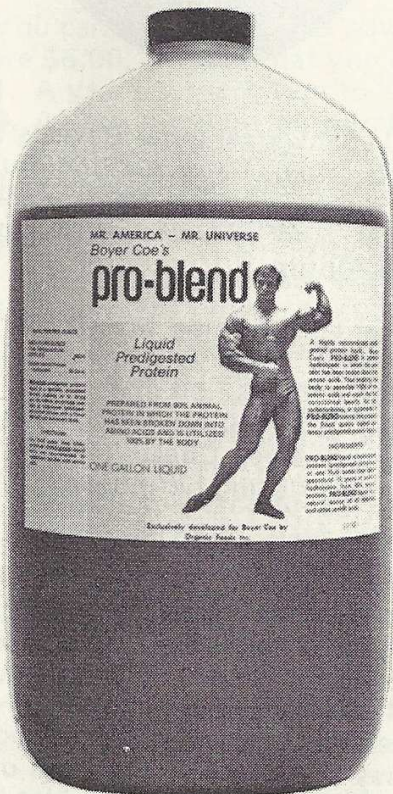
and maintain sharply defined abdominal muscles. He did nearly all exercises in sets of fives and from six to eight repetitions. However, he gave his calves extra attention by exercising them in sets of tens and thirty reps. In the last few years, Bill has won many trophies which include those won in weightlifting and physique contests. Some of the physique titles he won are:

Mr. Eastern U.S.A.  
Mr. Southeastern U.S.A.  
Mr. Florida Most Muscular (twice)  
Mr. Florida Most Symmetrical  
Most Outstanding Weightlifter

Bill is 28 years of age and at present weighs 185 lbs. He is 5 ft. 8 inches tall. Some of his other measurements are: neck 16½ inches, chest 46½ inches, waist 32 inches, upper arms 17 inches, thighs 24 inches and calves 16 inches. He is devoting his days to the smooth operation of his Executive Club which is superbly equipped with everything necessary to improve the health and physical condition of the members. He is well

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