

MUSCLES and ALLIGATORS

Where is the remarkable and explosive Arthur Jones... and what has he been doing with himself. His Nautilus machines which were reputed to be muscle miracle machines are in gyms everywhere. Jones himself has left the world of physical culture magazines... where he is and up to. was the subject of a probe by the NBC network on it's Sunday evening newsshow "Opus". The program which is narrated by the insomniac's favourite talk show host, "Tomorrow's" Tom Snyder, showed Jones is healthy and still the irascible eccentric genius he has always been... here's how Jones brought his wild animals, human and otherwise, into tuned-on living rooms.

Tom Snyder, as he introduced Arthur Jones to the 'prime time' viewing audience... "Next is a big game hunter and soldier of fortune, who still carries a pistol. He's said to have killed 600 elephants, and 73 men in his lifetime — but who feels sorry only for the animals. He's real, his name is Arthur Jones, a self-educated man, too powerful, too rich and too aggressive to be called eccentric... but whose tough talk about his projects, his passions and philosophy of life has sometimes offended the faint of heart. Here's Arthur Jones — one of a kind..."

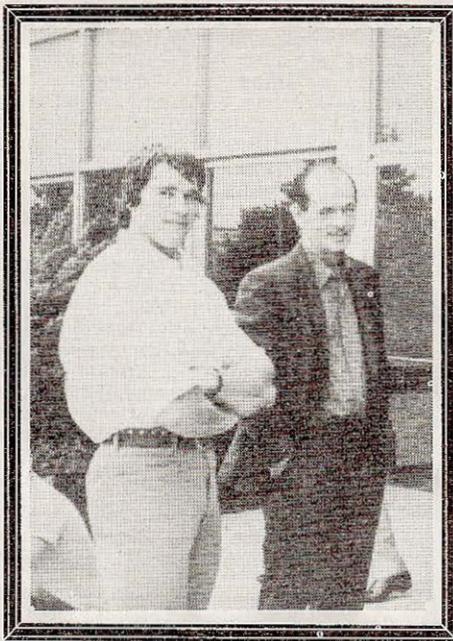
Arthur Jones: "There are three things of value... younger women, faster airplanes and bigger crocodiles."

With that unassuming opener, the scene cut to Jones and a few of his pets, which include a vicious-looking alligator and a specially bred diamond back rattle snake... "This diamond back is 22 months old — one of our experiments in trying to produce a hyperstrain of rattle snake."

Then quickly the cameras cut to some of Arthur Jones' more human pursuits in scientific bodybuilding, one of his fantastic training machines. Casey Viator, 1971 Mr. America, was intensely involved in it's action — Viator on camera remained unidentified... Jones: "Exercise to be of value must involve 'overload', and if it involves 'overload', exercise is not very pleasant... it's hard. If it isn't hard it has no benefit."

Tom Snyder described what Jones was referring to: "A bodybuilder hard at work in a bizarre contraption, called a Nautilus machine. It's the corner stone of Arthur Jones' fortune."

Jones, a lifelong student of exercise physiology, began tinkering with his invention more than thirty years ago. The first machine for sale was built in 1970. At the time, Jones was broke, he made the prototype for \$2500 borrowed from a



Arnold Schwarzenegger and Art Jones.

sister. Since then, thousands of Nautilus machines have been sold and the business is entirely owned by Arthur Jones. He's become a millionaire many times over."

Snyder went on to detail some of Jones' other inventions, such as his vibration free film camera mounts, used in aerial motion picture making... "He roamed the African continent in those days, working as a film maker, mercenary, a wild animal exporter, a soldier of fortune and pilot... everything from choppers to jets... Jones' macho style and open fondness for younger women provoked the inevitable question."

"Politically, I'm about 64,000 miles to the right of 'Attila the Hun!'"

Jones: "Does it bother me that i sound like a male chauvinist? No, I am a male chauvinist. I think women are wonderful. Every man should own several."

Snyder: "Lake Helen Florida, Jones lives here with his fourth wife, who shares his passion for nature and animals. Jones has the best of all worlds. The headquarters of his organization, his main office, is only a stone's throw from where he lives."

Jones is an insomniac and so often works late at night... at home, alone. His politics are also a lonely pursuit... Jones: "Politically, I'm about 64,000

miles to the right of 'Attila the Hun'."

Snyder: "Independence, Virginia is where Nautilus equipment is manufactured... another plant is now building in Texas. His phenomenal financial success has forced Jones to wrestle such money problems as taxation and inheritance..."

Jones: "You pay tax in proportion to the amount of money you make. If you make no money, you pay no tax. So far, I have made very little money because I invest it in the business... I spend it and I would much rather do that than give it to the Federal government and let them waste it. You can't eat money, you can't take it with you... and leaving it to people is a terrible mistake, because it simply destroys them. It is my clear intention to leave nothing to my children. My children have been told from the time they were very small, that I will not leave them a dime... not a cent."

Snyder: "Jones is hard, so is the regimen demanded by his exercise equipment. Thousands of institutions use Nautilus machines. One of those is Pennsylvania State University. The strength coach, Dan Riley, has this to say about them... "Well, we're finding that we're producing a superior athlete — an athlete that's better conditioned, less susceptible to injury. We take less time to train, giving the athletes more time to study. But the problem is very few athletes or coaches know how to utilize these techniques the way that they're supposed to be used."

Snyder: "The key to building strength with Nautilus machines is pushing to exhaustion and beyond. The athlete is forced to go on until his body fails. In this discipline, muscles are made of pain..."

The video depicted scenes rapidly change, portraying the sweating fighting interaction of man against machine's resistance, finally fading to another related topic view.

Snyder: "Jones is now entering a new field... television. Convinced that the 'video disc' and exercise instructions can be marketed successfully. Jones will spend about seventy million dollars transforming his Lake Helen Plant into a series of ultra-modern tv studios."

There'll be other programs too, one called... "Younger women, faster planes and bigger crocodiles — The Enduring Passions of Arthur Jones' Life."

Despite these bursts of apparent whimsy — Jones is a stern man... and enlightened self-interest is his motto."

Jones: "I am not involved in this business for the purpose of aiding or abetting mankind. I do things, as all people do for self-interest, because I'm

curious, because I want to find out for my own information. I am not a humanitarian, and anybody who claims to be a humanitarian is either a fool or a fraud and probably both”.

Snyder: “No fondness for human beings but a great love for animals, especially ugly animals. At great cost, Jones supports scores of chicken gorging crocodiles imported from all over the world. (The TV audience was treated to seeing live chickens fed to the players of this scene.) Why?”

Jones: “Why do I like crocodiles? I don’t know why I like crocodiles . . . I just do. Some people like art . . . some people like women . . . you know? Some people like crocodiles . . . I like crocodiles and women.”

Snyder: “. . . And snakes, poisonous snakes. Jones also nurtures a large menagerie of venomous snakes of the world. In a current project, he is scientifically manipulating growth variables to produce hyper-rattle snakes. Artificial 18 hour days push them into super size. The snakes are fed mice and rats.

The concern of Jones and his helpers are so great that the rodents are killed or rendered unconscious before they’re offered to the snakes . . . less the snake be bitten by a rat fighting for it’s life. So when making money, inventing or adventuring gets dull, Jones can always visit his exotic pets.”

Next, Jones was seen with another pet, this time wearing protective facial shield as he handled the devious

“Women are wonderful — Every man should own several”

creature . . . Jones: “King Cobra — South Africa . . . he just got me on the hand, you put the mask on to save your eyes, cause they spit their venom, and it’s sprayed all over my hand here already.

They strike, blow out a charge of air, bite down with the fangs and expell the venom. They can hit a standing man in the eyes from about twelve feet. So this is one of the few animals that has a weapon that works at a distance.”

Snyder: “Cobras are fun, but rattle snakes are better. Their sound is so ‘neat’. The rattle is like music to Jones’ ears. During his life long love affair with snakes, Jones has been bitten 24 times . . . another fun thing for Jones is rounding up wild Florida alligators. Beneath all the fun and games though, there’s a dark underside, for Arthur Jones has a pessimistic view of this troubled and violent earth . . .”

Jones: “A man once asked me why I carry a pistol. A pistol is like a tourniquet . . . you don’t need it very often, but when you do need one you need it badly, and you need it quickly.”

Snyder summed up Jones in these terms . . . “As we’ve seen, Arthur Jones has big plans for television — a new field for him, but if he can handle alligators, not to mention snakes, he should do well in our business.” 