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# Esprit de Corps: A History of North American Bodybuilding

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*Esprit de Corps*  
A History of North American  
Bodybuilding

James Woycke

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## Foreword

Years ago, while researching another topic, Jim Woycke met bodybuilder photographer Tony Lanza who recounted many first-hand accounts of the early years of bodybuilding. Looking for more information, Jim discovered that, apart from some biographies of bodybuilders, there was little material on the sport, and less about Montreal brothers Ben and Joe Weider, founders of modern bodybuilding. Consequently, Jim resolved to write a comprehensive history.

He researched the topic exhaustively in Canadian and American archives and libraries, and conducted several interviews. He met with Ben Weider in Montreal, who allowed him to read and photocopy all Weider magazines dating from 1940, and to quote from, and reprint photographs. Jim is the only researcher in the field to have read French language sources, uncovering Adrien Gagnon's role in bodybuilding, especially his bitter rivalry with the Weiders.

Jim died in 2010 after a long illness. He was a University of Toronto graduate (Ph. D History 1984), and a member of the Department of History, The University of Western Ontario. He wrote two books: *Birth Control in Germany: 1871-1933* (Routledge, 1988), and *Au Naturel: The History of Nudism in Canada* (Federation of Canadian Naturists, 2003), and edited and wrote a forward to John Irvin Cooper's, *James McGill of Montreal: Citizen of the Atlantic World* (Borealis, 2003).

A draft of "Esprit de Corps" was completed in the summer of 2006 before the onset of Jim's debilitating illness. I recovered Jim's manuscript from his papers, and, later, commissioned sport historian Dr. Craig Greenham, University of Windsor to help prepare it for publication.

My thanks to Craig and to Felipe Vicencio-Heap for formatting the book. The Faculty of Social Science and the Faculty of Health Sciences, The University of Western Ontario provided financial support for final stages of this project.

Rod Millard  
Professor Emeritus (History)  
The University of Western Ontario  
April 2016

James Woycke

## **Book Synopsis**

The first comprehensive history of bodybuilding in North America, *Esprit de Corps* reveals how bodybuilding emerged from weightlifting as a popular sport. Inspired by 19th century strongmen Eugene Sandow and Louis Cyr, the muscles-by-mail icon Charles Atlas, as well as the musclemen movies of Steve Reeves in the mid 20th century, bodybuilding soon eclipsed weightlifting in popularity. Montreal brothers Ben and Joe Weider's leadership was central to this evolution. From his parent's modest Montreal home in 1940, teenage weightlifter Joe Weider launched his publishing and business empire, staging physique contests, and eventually founding the world's premier bodybuilding organization, the International Federation of Bodybuilders (1947). While Ben ran Canadian operations, fending off competitor Adrien Gagnon's nationalist and racist attacks, Joe expanded the business into the United States encountering rival Bob Hoffman's angry opposition, anti-Semitism, even allegations that Joe promoted homosexuality. A bitter feud resulted. Joe's protégé, Arnold Schwarzenegger, revitalized the sport in the 70s and beyond, making it respectable and acceptable. In 1998, The International Olympic Committee recognized the sport officially. The use of performance enhancing drugs and a continuing debate over the ideal body type challenge bodybuilders today.

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## ***Chaper One Inspiration***

Modern bodybuilding owes its inspiration to new found social acceptance of the muscled body. Throughout the nineteenth-century, strong men, mostly, and women won respect for their feats of strength, yet little admiration for their physiques. By the end of the 1800s, however, performers legitimized strength in the eyes of the public when they moved from the carnival sideshow to Vaudeville music halls. Some of the star performers not only performed feats of strength but taught ordinary men and women how they, too, could become strong and healthy. With promoters like Eugen Sandow, Earle Liederman and Charles Atlas, bodybuilding was born. With the foundation laid, Hollywood spread the image of physical perfection to millions of aspiring Tarzans and Hercules.

### **Sandow the Magnificent**

While many men and boys admired, respected, and briefly envied the strength of the old-time rotund, barrel-chested strongmen, very few wanted to look like them. That all changed with the arrival of Sandow "the Magnificent." Sandow combined the trim, fit, muscular physique of twentieth-century bodybuilding with the professional showmanship of the turn of the century to create a body, an image, and a performance that thrilled thousands of people in Europe and North America. In a word, "Sandow was beautiful."<sup>1</sup>

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Friedrich Wilhelm Mueller was born in Königsberg, East Prussia, on April 2, 1867. He grew up around the gymnastic tradition of Turnvater Jahn, but owed his real inspiration to the circus its spectacular feats. His parents dreamed he would attend medical school but their son preferred the stage and center ring. Mueller escaped his parents demands when he ran away to join the circus. With it, he travelled Europe and became further enchanted by the Greco-Roman statuary he saw in the Mediterranean countries. Mueller chose this classic physique as his model. Around 1887, Mueller teamed up with German Ludwig Durlacher, aka Professor Louis Attila, one of Europe's first competent physical trainers. In 1887 Attila operated a gym in Brussels (then a center of physical culture in Europe), and that is where Mueller met and studied with him. When Mueller showed promise, Attila sent him on local exhibition tours to hone his posing and performance style.<sup>2</sup>

Most of the contemporary stage acts appeared in London sooner or later. Charles Sampson and the Polish strongman, "Cyclops," (Franz Bienkowski) were a hit in the British capital at the time, known for issuing challenges to the audience which always went unanswered, at least until November 2, 1889. Attila and Sandow (Mueller adopted his mother's maiden name for his stage persona, with Eugen borrowed from eugenics, the latest medical rage in the age of Social Darwinism) planted themselves in the audience and at the right moment rose to accept the challenge. Sandow handily bested the braggarts which broke up their act and drove Cyclops to Canada where he tried the same stunt on Louis Cyr, with the same result.<sup>3</sup>

Sandow soon became the talk of the town, and audiences flocked to his performances, which combined impressive feats of strength with a professional stage show. For the first time the body of the strongman was just as important as his strength. As the *New York World* wrote at the time, "Sandow, posing in various statuesque attitudes, is not only inspiring because of his enormous strength, but absolutely beautiful as a work of art as well."<sup>4</sup>

In 1893 Sandow travelled to Chicago for the Columbian Exposition. The muscled phenom starred at the Trocadero Theater under the tutelage of Florenz Ziegfeld, a Broadway impresario, who had discovered

Sandow in New York and brought him west to spruce up his own stage shows. Sandow did muscle posing, muscle control, and strength feats before retiring to his dressing room with an entourage of women from the audience who were invited to feel and admire his bare muscles (in 1896 Edison made a short film of Sandow so that everyone could share the "feeling" vicariously.) After dazzling Chicago, Sandow embarked on a nationwide tour before returning to England. A Canadian who witnessed Sandow's act in the 1890s remembered it vividly half a century later.

His final feat certainly captivated the audience. Here was none of the old prosaic strongman stuff. It was showmanship at its best. "A Greek God returned to Earth" as one reporter expressed it in his newspaper. Now no doubt some contemporary man of Sandow could outdo him in feats of strength, but to the man on the street, who had seen the Sandow show, Sandow was the "ultima Thule" in man power.<sup>5</sup>

Back in Britain, Sandow entered a new phase of his career and embraced new economic opportunities. While continuing to tour, he began teaching bodybuilding through books, including the lavishly illustrated *Sandow's System of Physical Training* and by publishing *Sandow's Magazine of Physical Culture*. He developed a mail-order course and sold a range training equipment through the mail. The strongman also opened several "Institutes of Physical Culture" to train pupils (including Arthur Conan Doyle, creator of Sherlock Holmes) in the Sandow method. He used the Boer War (1899-1902) to preach the need for better health among Britons in order to ensure the vitality of the Empire.<sup>6</sup>

Sandow organized the first bodybuilding contest in 1901, the September 1901 Great Competition at the Royal Albert Hall, advertised as "grandest and most comprehensive that had ever been mounted." Scarcely a decade after his arrival in London, "Sandow had done the seemingly impossible. He had made bodybuilding - a sport in its infancy - a center of public interest."<sup>7</sup>

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Immediately after his Great Competition, Sandow set out on a tour of North America with grandiose advance billing: *Strongest Man in the World! Wonderful Muscular Display!! Thrilling Feats of Strength!!! A really marvelous performance.* Appearing in Montreal in early November 1901, the great Sandow was hailed by the press for "a well-arranged exhibition of his marvelous muscular development" which included "several interesting feats of strength" and provided "every opportunity for a close inspection of the extraordinary command he has over his system."<sup>8</sup>

After a world tour two years later, the sun started to set on Sandow's empire, both professionally and personally. Public attention diverted to other physical fitness activities, both as spectators (team sports) and as participants (cycling was all the rage). Long-simmering discord affected his marital and family life. His carefree diet affected his own health. In 1925 he died from a cerebral aneurism. Sandow was interred in southwest London's Putney Vale cemetery, but his gravesite was less than "magnificent," as his wife, Blanche, refused to permit any monument to be erected. For many years, Sandow lay buried under a thatch of weeds, until 2008 when his great grandson had a one and a half ton monument placed over his body. Even in death, Sandow's legacy as "the founder of modern bodybuilding" lives on. As David Willoughby, a Sandow historian, wrote, "few men have presented, even in one part of their bodies, the superb muscularity and form which Sandow possessed in all his muscles."<sup>9</sup>

### **Other Strong Men**

The inspiration started around the turn of the last century with the many classical strong men and women who travelled the North American and European circuits. Many were Europeans with growing reputations – men like Karl Abs, the *German Oak*; Siegmund Breitbart, the *Jewish Samson*, known for stage entrances in a Roman chariot pulled by four white horses; Joe Greenstein, the *Mighty Atom*, who had a wrestling career in his native Poland before migrating to the United States in 1899. Eventually, his fame came from teeth, not muscle, strength. He chomped on nails, chewed wood and twisted horseshoes

with his teeth. Other stars of the circuit included Estonian Karl Hackenschmidt, the philosopher-wrestler, author of several serious and well-regarded books, including *The Science of Living, Consciousness and Character*, and *Man and Cosmic Antagonism to Mind and Spirit*. Clevio Massimo, born in Rome's surrounding hills, inherited his great strength from his father's side of the family. When the Massimos moved to Buffalo, Clevio joined the YMCA and trained in gymnastics and wrestling. His natural strength and professional training helped him win matches against Hackenschmidt, among others. Massimo, whose grace and showmanship won him many fans, eventually teamed up with the Barnum and Bailey Circus, where he impressed audiences and peers like Siegmund Klein, a strongman of considerable reputation in the early twentieth-century.

Bobby Pandour (born Wladyslaw Kucharczyk in Poland), came to the United States in 1907 and toured with Vaudeville acts until an on-stage accident in Cincinnati ended his act. Rolandow (Gottfried Wuthrich), one of the few Swiss strongmen, specialized in jumping tables while holding heavy weights.

The Saxon Brothers of Germany, who toured Europe, Canada, and all forty-eight American states prior to the First World War, became a veritable strongman franchise as unrelated men drifted in and out of the act over the years. Strongwomen from the days of Vaudeville included the likes of Athleta, Minerva, Vulcana and Sandwina. These fit females were often joined by a long line of French-Canadians who played both sides of the border.<sup>10</sup> Of these performers one man stood one stood head-and-shoulders above the competition.

Louis Cyr, the "strongest man in the world," was born on October 10, 1863, in the village of St. Cyprien, south of Montreal. Cyprien-Noë Cyr started life with genetic advantages: strong powerful parents who passed on their strength to Noë, and a family history of longevity which he would not enjoy. As was customary among Quebec strongmen, Cyr's ability manifested itself in the course of the heavy everyday work done around the farms and lumber camps. A little later Cyr, like many French-Canadians of the period, found the local economy too sluggish and moved to New England in search of more gainful employment.

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This region became the scene of one of his earliest legends, as Cyr spotted a heavy wagon stuck in a muddy road. The horse, allegedly, was unable to budge it despite zealous flogging by the driver. Enter the transplanted Canadian. He lifted the wagon out of the ditch and, with the help of the horse, pulled it onto dry roadbed. The incident got people talking and Louis Cyr (he changed his name because Noë was too foreign for Americans to pronounce) was encouraged to enter a strength contest in Boston, which he won.<sup>11</sup>

Cyr and his family spent several years moving back and forth between the New England states and the province of Quebec. After successful strongman matches and unsuccessful partnerships with various promoters, Cyr toured his home province under the claim of world's strongest man. Eventually, Cyr settled in Montreal, where he opened a tavern and, later, a gym that produced other strongmen.<sup>12</sup>

One pupil was Hector Barré. When Barré's feats of strength became known, Cyr invited the upstart to train at his gym. An invitation came from Ringling Brothers for Cyr and Barré to form a star duo act for \$2,000 per week. One feature show stunt involved lifting two huge barbells with larger than normal globes at each end. When skeptical audiences yelled out their doubts about the weight of the barbells, Cyr and Barré placed them on the stage and the globes were opened to reveal two adult men inside. As with Cyr, many of Barré's record feats of strength were based on estimates of aggregate weight. For example, Barré supposedly lifted a platform with 19 men standing on it, for a total of 3890 pounds.<sup>13</sup>

Being a Quebec hero was not enough for Cyr. He set out on an American tour, where he defeated Robert Pennell, top American strongman and pioneer of scientific weightlifting, and set several lifting records stood many years: back lift 3536 pounds; one arm lift 265 pounds; one finger lift 490 pounds. While on tour in America, Cyr learned that some European strongmen were challenging him in his hometown of Montreal. Pole Franz Bienkowski, as known as "Cyclops" had been a partner in the act beaten in London by Sandow in 1889. That act broke up, as mentioned earlier, but Cyclops joined with a Sandow lookalike who called himself "Sandowe" (his family name was

Washington Irving). Together they toured North America, far away from the real Sandow, and landed in Montreal where they mocked Cyr whenever the Quebecker was safely away on tour. One night, as they gave their usual taunt (“where is this man Cyr?”), they were given an unexpected answer. Much to their surprise, Cyr strode down the aisle and climbed up on stage; the match was on. Cyr defeated his challengers to the overwhelming approval of his Montreal fans, while Cyclops and Sandowe slunk off into the night.<sup>14</sup>

In 1892 Cyr toured England successfully, marred only by his inability to coax Sandow to face him on stage. He returned to America and joined the P.T. Barnum Circus. By now, however, though only in his thirties, Cyr’s exertions (on stage and at the dinner table) left him tired and bloated. When Quebec upstart, Hector Decarie, challenged him, Cyr did what he could to tie his junior opponent in the showdown at Montreal’s Sohmer Park, then, in an act of self-awareness, Cyr declared Decarie his worthy successor as “Strongest Man in the World.” Cyr died in 1912 of Bright’s disease at 49-years-old. After a veritable state funeral (suggested as bigger than the one given Prime Minister Laurier in 1919), Cyr was interred in St. Jean de Matha, home of his wife’s family. Today Louis Cyr is remembered with statues in Montreal and with two museums: one in the Immaculate Conception Recreation Center on rue Papineau in Montreal (donated by Ben Weider, author of the standard biography of Cyr); the other in the town hall of St. Jean de Matha.<sup>15</sup>

In the twentieth century the first family of strongmen (and strongwomen) were the Baillargeon family of Quebec: six brothers and six sisters from St. Magloire de Bellechasse. Someone calculated that if the brothers and sisters were lined up end to end they would total 65 feet; with the parents the total would have been 77 feet. The family, it was said, weighed an even ton. The brothers honed their strength by working on farms and in lumber camps. As they discovered their talents – which were promoted by an Oblate priest, Father Henri Gagnon O.M.I. – they toured as the Baillargeon brothers, sometimes with another Quebec family, the Dionne brothers, as acrobatic accompaniment. Each son turned to the squared-circle in the 1940s

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to showcase their physiques and strength in the emerging business of professional wrestling.<sup>16</sup>

### **MacFadden**

Bernard Adolphus MacFadden was, in a way, the American Sandow (in business and instruction, if not in appearance). MacFadden was born in the poor Ozark community of Mill Spring, Missouri in 1868. Both parents died when he was young: his father from alcohol, his mother from tuberculosis. When the orphan lad heard two aunts speculating on a similar early death for him, he decided to save himself.

Young MacFadden, as was his circumstance, had to do a lot of hard work on the farm. Agriculture labor started him on the road to health. Chancing across a copy of *The National Police Gazette* – the only popular newspaper of the day to carry health and fitness information, mixed in with generous doses of crime and vice stories, MacFadden began weightlifting with the dumbbells that eventually became synonymous with his name. Soon he became a fitness teacher himself, then a wrestler, a gymnast, and a circus performer. He combined all these sports into one package which he called kinistherapy.

In 1893 MacFadden ventured, like Sandow, to the World's Columbian Exposition in Chicago. The nude pseudo-classical statuary and the equally statuesque and nearly nude Sandow gave MacFadden career direction: he would bring physcultopathy – a term he coined to express his vision of health and fitness – to the masses.<sup>17</sup>

In 1897 Bernarr MacFadden (he changed his name around this time to celebrate his new-found virility) literally followed Sandow to England, where he established a magazine and muscle equipment business. After about a year, MacFadden sold out to his British partner and bicycle entrepreneur, Hopton Hadley, who made *Health & Strength* one of the premier strength magazines of all-time. MacFadden returned to the United States to continue his career.

He launched his showcase magazine, *Physical Culture*, in spring of 1899. The magazine brought readers news about health and fitness, and about the threats to health and fitness emanating from improper

dress, lack of fresh air and sunlight, impure foods, harmful substances like alcohol and tobacco, inaccurate physical knowledge (especially about sex), incompetence from the medical profession, and the ignorance of “quacks.” In between the more or less bona fide health articles were the little gems that gave MacFadden his reputation for eccentricity, like the report on “an apparatus for raising the dead,” and his own serial version of the X-files recounting interplanetary voyages to Jupiter – “peopled by a Superb Race who are ideal Physical Culturists.” More than a writer, MacFadden was a crusader. He had a zest for life that he wanted to share. He stated his motto in the first edition and repeated it in every subsequent issue: “weakness is a crime; don’t be a criminal.”<sup>18</sup>

Aside from publishing *Physical Culture* for half a century, MacFadden wrote 150 books and pamphlets on health, fitness, and physical culture. The first installment came in 1895 with *MacFadden’s System of Physical Training*, written during his days as a trainer in the Midwest. At the turn of the century he produced his two training bibles: *The Virile Powers of Superb Manhood* (1900) and *The Beauty and Power of Superb Womanhood* (1901). A decade later MacFadden imparted his wisdom in his magnum opus, *MacFadden’s Encyclopedia of Physical Fitness*, which appeared in five volumes over several editions before undergoing revision and reappearing in 1931 as the eight-volume *Encyclopedia of Health and Physical Culture* (with later editions). Beyond the printed page, MacFadden distributed more muscle information in a weekly *Physical Culture Hour* on CBS radio every Monday night, and made his own movies complete with superheroes like *Zongar* (1918).<sup>19</sup> This multi-media platform represented an advanced approach to marketing given the era.

Despite changes in medium, the message was the same: a healthy body, unless allowed to become run down and vulnerable to infection, was a self-regulating mechanism able to shake off infection and remain vibrant and alive indefinitely. Natural diet, dress reform (eliminating all restrictive clothing), exposure to fresh air and sunlight, avoidance of noxious stimulants, and regular exercise would make people healthy and successful.<sup>20</sup>

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The healthy man, MacFadden asserted, was a sexual man. Sex became an obsession. Whether millions of men were literally falling victim to "sexual annihilation" or whether sexual problems gave writers and readers opportunity for vicarious titillation, virtually every turn of the century physical culturist waxed eloquent over sex. While a minority wanted to repress it completely, others, like MacFadden, believed that "the sexual appetite was made to be satisfied," and that every male who wanted to become a man must submit to "this perfectly natural influence," provided it was within the narrowly defined parameters of marital procreation. The body would know if it was getting the wrong kind of sex, and MacFadden spent two-thirds of his book – a whopping 20 of 34 chapters – describing the dire consequences of breaking the natural laws of sex.<sup>21</sup>

Wrongheaded sex started with puberty. A healthy young lad takes up the "sin of sins, and vice of vices" (masturbation) and dooms himself to a life of torment. Once awakened, the beast takes control of the body and "he is cursed with night losses that seem to waste his vitality almost as speedily as the previous evil." What followed was loose women with loose morals and loose infections: "the terrible penalty for this plain infraction of Nature's laws is sure to be contracted. Then the torture of mind and body is terrible." The men who survive these difficult years will marry sexless wives to such a degree that impotence will result.<sup>22</sup>

For all his apocalyptic ranting and raving, MacFadden still believed that "the sexual instinct was made to be satisfied." And despite his strictures on masturbation, he promoted a penile air pump for men worried that "the sexual organ has wasted away" to help them "massage the organ itself" in a manner which to the untutored eye seems dangerously close to masturbation, but MacFadden justified this because there was an even greater danger lurking in modern civilization ready to destroy virile manhood. Impotence was everywhere – on the job (especially sedentary jobs), in alcohol and tobacco, and in sexual excess.<sup>23</sup>

A man with a mission could not limit himself to scribbling on paper. He had to organize. In 1902 he announced his Physical Culture Society. He urged readers to get in touch through his New York office and form local groups to spread the word literally (through public lec-

tures) and practically (through group exercises). MacFadden led the way by staging a public lecture at New York's Grand Opera House on June 1, 1902. Soon followers responded in sufficient numbers to create local chapters in New York, New Haven, Buffalo, Philadelphia, Hoboken, Paterson, Pittsburgh, Cleveland, Detroit, Indianapolis, Nashville, St. Louis, Chicago, Minneapolis, Denver, and Cody, Wyoming. Readers in Toronto and Montreal represented Canada. The societies were open to men and women, and some had their own physical trainer.<sup>24</sup>

In 1903 MacFadden launched Physical Culture City, a community where people would live in harmonious accord with the natural laws of health and life – MacFadden's utopia. The idea evoked sympathetic response from many readers who pledged themselves body and soul to the cause: One wrote: "I love to dream of this future city. A city in which man shall find a cure for all his ills, and so good and pure that it shall finally pass through the Gates, and become part of the Infinite and Eternal City."<sup>25</sup>

MacFadden bought some land in central New Jersey near Rutgers University, and an eager army of some 200 volunteers set to work building paradise. Every morning they gathered for exercises before taking up hammer and saw. Several buildings quickly took shape, including dormitories and the Bernarr MacFadden Institute. In keeping with the tenets of physical culture, members wore little clothing (sometimes none at all – something that quickly came to the media's attention). MacFadden denied allegations of nudism, but conceded that his people wore "abbreviated costumes." A more serious problem for some involved in the project was MacFadden's second wife, Marguerite, a "fussy Canadian woman who interfered in everyone's affairs beyond immeasurable measure" – at least until she separated from MacFadden and moved back to Canada. They subsequently divorced.<sup>26</sup>

MacFadden set up schools to instruct followers in the art and science of physical culture. In New York there was the Physical Culture Training School, joined later by the American Institute for Physical Education. The International Healthatorium offered "degrees" in Physcultopathy and Kinistherapy. The showpiece of the empire was the International Health Resort, originally in Chicago but moved to Battle Creek,

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Michigan in 1907. In 1922 MacFadden relocated again when he bought the mansion after the cereal magnate, C.W. Post, who bailed out of the unionized Michigan community and escaped to Texas. MacFadden tried to imitate Post by launching his own *Strengtho* cereal, a healthful but short-lived product. Back in Manhattan he started his own chain of Physical Culture restaurants which served nutritious and inexpensive meals.<sup>27</sup>

Sandow's nationwide British physique competition in 1901 inspired MacFadden to stage his own contest in New York. Starting in spring 1903 contestants were encouraged to submit photographs to their local Physical Culture Society, which forwarded the best candidates to the New York and London offices. MacFadden then invited the best-of-the-best to come to New York for his "Monumental Physical Culture Entertainment" at Madison Square Garden from December 28, 1903 to January 4, 1904. The extravaganza featured numerous displays, exhibitions, and performances highlighting health, fitness, strength, and beauty; MacFadden called it his "three-ring circus." The main events were the two physique contests: The Most Perfectly Developed Man in the World and The Most Beautifully Developed Woman in the World. The criteria for the men's competition differed markedly from later body-building contests.

Remember that this competition is not to decide who is the most wonderfully developed man, as we do not desire to select abnormal representatives or freaks from the standpoint of development; we wish the prize to be awarded to the most perfect specimen of physical manhood.<sup>28</sup>

The men's title went to Al Treloar, born in 1873 as Albert Toof Jennings in Allegan, Michigan (south of Grand Rapids – itself home to the champion weightlifter Harold Ansorge, who starred with his sister Jean in the Vaudeville act). Treloar had a distinguished Vaudeville career behind him that included a stint as Sandow's assistant at the Columbian World's Exposition in 1893. After touring with Sandow, Treloar went to Harvard for a degree in physical education. His training, education

and experience helped him win the top prize in MacFadden's contest. Later Treloar became the Los Angeles Athletic Club's director of physical education and remained there for the rest of his career. He died in 1960. Emma Newkirk of Santa Monica won the women's competition, and returned home to marry her childhood sweetheart and live, as the storybooks say, happily ever after.<sup>29</sup>

The 1903-1904 show was a great success, which led MacFadden to stage another one in October 1905. Just before the exhibition opened, Anthony Comstock, self-styled paragon of propriety and leading light in the Society for the Suppression of Vice, led a police raid on MacFadden's Manhattan office. Posters, photographs, magazines, and anything else that aroused Comstock's ire were seized. MacFadden was also arrested and brought up on charges for disseminating pornography. Comstock, the quintessential stick-in-the-mud and stickler for Victorianism, defined pornography as anything that showcased the body in anything less than respectable attire. Classical and Renaissance art and sculpture were his *bêtes noires* (part of the evidence he confiscated included posters of the Venus de Milo). Naturally the raid and the publicity it generated backfired; 20,000 people lined up for the show when it opened. As for the legal verdict, the judge acquitted MacFadden and had Comstock tossed from the proceedings for his ranting and raving when the judge rejected his allegations.<sup>30</sup>

Fortified by the not guilty verdict, MacFadden used his publications to levy an attack back at Comstock. An article in *Physical Culture* called MacFadden's accuser the "man with the microscopic mind," a "pot-bellied prude," and a "professional sniffer-out of malodors," and concluded that "the times are ripe for sane and decent people to get together and by means of the surgery of the law remove this offensive excrescence from the body corporate." This sentiment, or a tamed down version of it, was shared by editorial writers in leading eastern American newspapers, who concluded that Comstock was the one who should be suppressed.<sup>31</sup>

After the First World War, MacFadden believed the time was right for another national physique competition. In January 1921 he announced contests for Most Handsome Man and Most Beautiful Woman. Prelim-

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inary screening of photographs began in May. Given the emphasis on overall appearance, face counted as much as physique, which helped explain the outcome. The charismatic and attractive Charles Atlas won the men's competition because he fit the criteria, not because he had the best physique.<sup>32</sup>

MacFadden repeated the contest the following year (also at Madison Square Garden) and again Atlas was the victor, which prompted MacFadden to call a halt to the contests because "Atlas will win every time." Dorothy Knapp won the women's contest ahead of "Alaska" Liederman after close inspection by the judges – something that confirmed MacFadden's reputation as "an old roué" and disconcerted her husband, Earle Liederman. The judging of the women's contest was most unique and rather rigid, for the entrants were required to enter a special room of rather large dimensions and parade in the absolute nude before the committee of selected judges, who were rather generous by extending special invitations to a number of friends as spectators.<sup>33</sup>

In later years MacFadden relied on more exotic stunts to draw attention to healthy living. In 1930 he visited Fascist Italy because he thought that Mussolini was a supporter of physical culture. After mutual commendations, Mussolini sent forty Italian naval cadets to America to train with Macfadden; all reportedly demonstrated some improvement in their health and fitness.<sup>34</sup>

MacFadden kept fit into his senior years, largely with robust walks. In his 70s he decided that walking was too slow, so he learned to fly. He then spent the next few years parachuting on his birthdays, splashing into the Seine River for his 84th birthday. These stunts could not outwit the grim reaper forever. In 1955, MacFadden became ill and refused medical attention. He died at 87.

Many say that MacFadden and his magazine, *Physical Culture*, had more influence on the whole world in the matter of an awareness and practice of good health principles than any other man in history.<sup>35</sup>

### **Mail Order Muscles**

Lionel Strongfort, one of the first successful purveyors of mail order muscles, was born Max Unger in Berlin on November 23, 1878. He

was impressed by the many European strongmen who passed through Berlin on tour and, when he was just sixteen, he decided to become one of them. A year later he was performing at the Masonic Temple in New York. His act included many of the standard stunts of the time, including lifting a barbell that held a man in each globe; doing a backward somersault while holding dumbbells in each hand; and letting a car, fully loaded with passengers drive over him while in the "human bridge" position until an accident ended his stage career. He also featured a muscle control act that "had his muscles jumping and playing." He then toured the United States and Europe. While attending a bullfight in Spain with King Alfonso, an "unusually vicious bull" chased the Spanish matadors out of the arena. Strongfort leapt to the rescue. He grabbed some bandurellas (darts) left behind by the fleeing matadors and a handy red cloak, which he threw over the bull and then stabbed the "ferocious" animal, becoming "a new idol of the arena."<sup>36</sup>

After this excitement, Strongfort settled in Newark, where he opened the Strongfort Institute and sold his course. The "Science of Strongfortism" was based on Strongfort's theories on the subjects of health and fitness. He distilled this wisdom into "one perfect doctrine" based on his two basic "truths": that a rational, normal diet and muscular activity were the essential ingredients of perfect health.<sup>37</sup>

Like other physical culturists, Strongfort devoted as much attention to cleaning out the internal body as he did to building up the external body. "Bowels before biceps" could have been his watchword. He also shared the widespread concern with masturbation that concerned the western world. Citing a report by Dr. Workman at the Toronto Lunatic Asylum, Strongfort declared that "solitary vice is one of the greatest scourges of the times. We can see it written on the faces of the youths and girls on every hand."<sup>38</sup>

Whether out of concern for constipation or for scourges on their hands, readers seemed to appreciate Strongfort's advice. A Canadian from Pleasant Valley, Saskatchewan, stated that "if I had not taken STRONGFORTISM, I should have been laid to rest long before now," while another reader reported that health and fitness improved his well-being, and made life easier for his friends and colleagues as well:

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"those who before were just able to tolerate my presence, now seem anxious to converse with me and make my closer acquaintance."<sup>39</sup>

Sometime before the Second World War, Strongfort retired to a country estate in Austria. His decision may have been prompted by customers who turned to other fitness peddlers. Legend has it that one gentleman barged into Charles Atlas' Manhattan office and found Atlas exercising told him he wanted to buy his program because when he visited Strongfort's office, he found the proprietor smoking a cigar and sporting a pot belly. Strongfort tried to make a comeback after the war, but lost out to the new barbell schools of weightlifting and bodybuilding. He died in 1970.<sup>40</sup>

Earle Liederman (one of the few muscles-by-mail peddlers to use his real name) exemplified the classic rags-to-riches-to-rags story. He was born in 1886 to a poor but industrious Swedish family in Brooklyn. He, too, became enthralled by feats of strength and bravery when he saw the circus as a young lad. He went on to teach physical education in the New York school system, but this failed to inspire him. After toying with boxing and wrestling, Liederman joined Weston's Models, a Vaudeville troupe that toured the United States and Canada. Later he teamed up with Charles Atlas in the Orpheum Models.<sup>41</sup>

In 1917, Liederman moved into the mail order business with only "a little professional exhibition experience in cheap class Vaudeville and a good picture of himself." The picture was in fact *the picture* – one of the most famous photographs in bodybuilding history. The photo graced Liederman's book, *Secrets of Strength*, which pushed bodybuilding further along the scientific road to systematic muscle-building.<sup>42</sup> Liederman anticipated modern techniques by emphasizing progressive resistance as "positively the only road to great strength." He believed that everyone could become strong if they followed simple but essential advice: Overall strength must be based on the individual strength of all of the muscles. Everyday work alone seldom produces uniform muscle growth, so exercise by means of progressive resistance weight training was essential, since it is the extreme contractions that produce larger and better muscles, particularly if the muscles are exercised by group. Echoing the sentiments of many modern bodybuilders, Lieder-

man wrote that “a highly developed and symmetrically built man is even more pleasing to look at than a beautifully formed woman.”<sup>43</sup>

At the height of his success Liederman had sixty-some secretaries just to open his mail and count the money, and almost as many men to pack and ship the course and his equipment to eventually 500,000 customers. His instructional booklet, *Muscular Development*, summarized the program and illustrated the exercises. Peary Rader, an early (1925) pupil who became a trainer himself in the pages of his famous magazine, *Iron Man*, believed that Liederman had “the best course of that time,” and Sandow himself endorsed Liederman’s program shortly before his death.<sup>44</sup>

Starting in 1922, Liederman hosted several competitions with Bernarr MacFadden’s assistance to identify and reward his own best developed pupils. These contests set many of them on their own road to stardom.<sup>45</sup> Then financial disaster struck. The Great Depression wiped out Liederman’s mail-order business and his second wife run off with most of his money. From silk shirts and fancy cars, Liederman was reduced to stealing milk bottles off porches to survive. He moved to Atlantic City in 1934, and three years later went to Los Angeles where he hosted a radio program reading poetry until the muscle magazines gave him a new career. Liederman’s last years remained difficult, however, eking out a living by writing and reading poetry, religion, and philosophy, while suffering from cancer. He died in 1970.<sup>46</sup>

Charles Atlas – the all-time great mail-order muscleman – was born Angelo Siciliano in Acri, Calabria (the toe of Italy) in 1893. His mother brought him to America in 1904 and they settled in Brooklyn. The young boy suffered the usual taunts from neighborhood bullies. One day, while his class toured the Brooklyn Museum of Art, young Angelo gazed in awe at the classical statuary. A teacher suggested exercise, and he set about training by whatever method he could find. Charlie (his nickname) spent a lot of time with calisthenics and weight lifting and flexing in the gym and on the beach, where a statue of Atlas inspired his new surname.<sup>47</sup>

By 1912, Atlas worked at Coney Island in a sideshow act that employed his strength and physique. He was soon spotted by artists

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looking for models, and found himself embodied in dozens of statues throughout the East, the Midwest, and even Europe. Atlas' body was used for such iconic figures as George Washington, Alexander Hamilton, Leif Erikson, and allegorical characters including Patriotism, Dawn, and Energy In Repose. Coney Island also gave him his wife, Margaret Cassano, whom he married in 1918.<sup>48</sup>

That same year Atlas worked with Liederman in the Orpheum Models. When Liederman started his mail order business, he used pictures of Atlas to promote it. In 1921 Atlas entered MacFadden's World's Most Perfectly Developed Man competition and won first prize. He won again the following year after adjudication by preliminary screening, live assessment by judges, and audience approval in New York.

No matter how Atlas developed his physique, his strength was genuine. Among his more prominent feats are a real life rescue when he swam out to sea during a storm to retrieve a small boat being tossed about, tied a rope around it, and towed boat and passengers back to shore; and a stunt in 1938 when he tied a rope to a 145,000 pound railroad car and pulled it one hundred feet. When some wise guy suggested that the track wasn't perfectly level, Atlas tied the rope to the back of the car and pulled it back to the starting point.<sup>49</sup>

Having made his name, Atlas set out to profit from it. Fan mail following physique contests prompted Atlas to follow in Liederman's footsteps. MacFadden offered a staff writer, Frederick Tilney (newly arrived from England) to create ads for the Atlas training course. Tilney was into the natural health side of physical culture more than fitness and could promote almost anything with his writing and talking gifts. As a young lad in Birmingham, Tilney walked through local hospitals telling doctors what they were doing wrong (instruction that ruffled some medical feathers, no doubt), and in the process converted several patients to natural remedies. Tilney could not stop with merely writing ads for Atlas; he made up a whole lifestyle training course organized around the principle of dynamic tension, complete with follow-up letters to pressure customers into buying the program. When Atlas and Tilney took over the *Zongar* movie project, MacFadden cut them both loose, so they set up the Charles Atlas Company.<sup>50</sup>

The Atlas program combined lifestyle guidelines on nutrition and health - including the somewhat unusual recommendation to "chew" water and milk - with a series of exercises designed to tone and condition the body. Many of these exercises were isotonic, pitting one arm against the other while moving both together. Stretching exercises were based on his legendary (or apocryphal) observation of lions at the zoo: they stretched and they were strong, therefore stretching can make anyone strong. When he first won MacFadden's contest in 1921, however, Atlas freely admitted he had built himself by using weights (a homemade barbell). Only later, with the success of Dynamic Tension, did Atlas change his tune and claim that he had developed his physique without weights.<sup>51</sup>

In the mid-1920s Atlas opened a gymnasium on Broadway and 54th, and operated "Camp Atlas" at Sackett Lake Camp near Monticello, New York. What was remarkable about the gym and the camp was that Atlas himself was there to personally train, or at least inspire, his clients and campers – prompting one young boy to whisper to a friend, "he's real!" Atlas and his family spent summers at the camp, where he led the kids in exercise every morning.

Despite the publicity, Atlas' mail order business languished during the 1920s. In 1928, the advertising agency handling the Atlas account assigned it to a young business school grad, Charles Roman, who saw the potential for Liederman-style success. Together, Atlas and Roman formed a partnership and went into business in 1929, while Tilney moved to Florida to open his Miami Health Club. The Atlas course did steady business during the Depression, selling thousands of copies every year when other courses faltered. Over the years, Atlas customers have included Robert Ripley (Believe It or Not!), Max Baer, Fred Allen, and Mahatma Gandhi. Atlas accepted his fame with unbecoming modesty.

When I think back on my childhood it doesn't seem possible that today the whole world looks up to me as the most ideal specimen of the human body. It is a great responsibility.<sup>52</sup>

After the stock market crash of 1929, the government investigated

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any business that smacked of the unscrupulous tactics that could be blamed for the Depression. Mail-order businesses were a prime target, but the Federal Trade Commission exonerated Charles Atlas and his Dynamic Tension method in 1932. This decision riled Bob Hoffman, who was an upstart in weightlifting entrepreneurialism out of York, Pennsylvania, who denounced "dynamic hooey" as a fraud. Atlas sued Hoffman and they ended up in court. The FTC imposed sanctions on Hoffman for misrepresentations in his own advertising, for fabricating his own war record, and for "unfairly disparaging competitors." Hoffman refused to heed the court verdict and continued to bad mouth Atlas, as did Hoffman's followers who questioned the prospects of customers gaining muscles by "waving their arms about."<sup>53</sup>

In 1936, Atlas set up office in London to serve Britain. When J.P. Muller, editor of *Superman* magazine (the bodybuilding version, not the caped comic book hero) decided to drop by, he was surprised to find the man himself on duty.

I walked into his office one morning and was surprised to see before me a man who appeared just as physically fit today as he must have been on the day that he won the greatest honours in his field.<sup>54</sup>

Unfortunately for Atlas, the Second World War curtailed his business for some time.

When his wife, Margaret, died after fifty years of marriage, Atlas became despondent. He eventually moved to Florida. Just before Christmas 1972 Atlas died in a Brooklyn hospital. Charles Roman continued the business until 1997, when he sold out to Jerry Hogue, who continues to operate it today.<sup>55</sup>

### **Muscles on the Early Screen**

Modern men need more than information and inspiration to motivate them; they need real heroes – or, more accurately, reel heroes. Hollywood was made for manly adventure. The late nineteenth-century produced a spate of adventure stories in books, serialized magazine

articles, and comics. Readers young and old thrilled to the action of western heroes, global explorers, and outer space heroes. Edgar Rice Burroughs, one of the most prolific pop writers of the early twentieth-century, introduced space heroes like John Carter on Mars and Carson Napier on Venus. But his most enduring legacy was Tarzan the ape man, who became one of the first Hollywood heroes.<sup>56</sup>

Tarzan films depicted man in nature, man triumphing in nature, but never man against nature (except for the crocodiles). Tarzan was man unfettered by civilization (at least until Jane came along), and thus became the ideal hero for adolescent boys seeking escape from parental civilization. Tarzan was, above all else, a physical hero. Most of the Tarzan actors were athletes: swimmers, gymnasts, bodybuilders. They embodied and personified the new sport while acting out the young male fantasy: all play, no work, with nary a care in the world.<sup>57</sup>

There were several Tarzan films released in 1918, but Elmo Lincoln is usually credited as the first actor to officially grace the jungle vine. More than a dozen other Tarzans swung across the movie screens in subsequent decades, but only two of them remain memorable today: Johnny Weissmuller and Gordon Scott.

Weissmuller was born in Europe but arrived in Windber, Pennsylvania, via Ellis Island before heading west. He grew up in Chicago, where he learned to swim well enough to win 6 Olympic medals in the 1920s, including gold five times. When he appeared in a sports film clip that caught the eye of MGM, a star was born. More than any other actor before or since, Weissmuller was Tarzan. According to the *New York Evening Post*:

There is no doubt that he possesses all the attributes, both physical and mental, for the complete realization of this son-of-the-jungle role. With his flowing hair, his magnificently proportioned body, his catlike walk, and his virtuosity in the water, you could hardly ask anything more in the way of perfection.<sup>58</sup>

Johnny was followed by Buster Crabbe, another swimmer who is better known as Flash Gordon and Buck Rogers. A California native,

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Crabbe grew up in Hawaii where he naturally took up swimming. He too won numerous national championships and was on the U.S. Olympic Team in 1932. Paramount recruited him for *King of the Jungle*. He later moved on to Universal and a variety of film genres, including gangster films and westerns. The last memorable Tarzan was Gordon Scott, a native of Portland, Oregon, who served in the Army and held a series of odd jobs until talent agents spotted him as a lifeguard in Las Vegas. Scott starred in two of the better Tarzan films: *Tarzan's Greatest Adventure* and *Tarzan the Magnificent*.<sup>59</sup>

However appealing the Tarzan films were as adventure stories, there were only so many things a hero could do in the jungle. Hollywood studios sought out new venues for heroic action, and Greco-Roman mythology, as judged by successful Biblical epics like *Quo Vadis*, *Ben Hur*, and *Samson and Delilah*, were an obvious choice. Throw in some gods and goddesses and a few monsters, demons, and dragons, and film studios had an inexhaustible genre - the sword and sandal musclepox of the 1950s and 1960s.<sup>60</sup>

Steve Reeves, the ultimate Hercules, was born in Montana, but the family moved to California after his father died. He discovered bodybuilding at his local high school, and was soon trained at Yarick's gym in Oakland. After a stint in the Navy, Reeves moved into physique competition, winning the Mr. Pacific Coast (1946), Mr. Western America (1947), Mr. America (1947), Mr. World (1948), and Mr. Universe (1950) titles and established himself as a world class star.<sup>61</sup>

Reeves garnered several bit parts in Hollywood films like *Athena* and *Jail Bait*, and on Broadway in *Kismet*. His career did not take off until Pietro Francisci, an Italian director who had noticed Reeves in *Athena*, hired him in 1957 for the movie *Hercules*, which started the sword and sandal era. Reeves starred in more than a dozen films, mostly musclepox but including some other action pictures like *Morgan the Pirate*, *Thief of Baghdad*, *Sandokan the Great*, and his last film, *Long Ride From Hell*, a cowboy film that did not do as well as the western he turned down; *A Fistful of Dollars* that launched the film career of Clint Eastwood and the whole spaghetti western genre.<sup>62</sup>

In 1960, Italian movie locations landed another top bodybuilder,

Reg Park from England (but living in South Africa). Park starred in five muscle epics: *Hercules Conquers Atlantis*, *Hercules in the Center of the Earth*, *Maciste in King Solomon's Mines*, *Hercules in the Haunted World*, and *Hercules and the Captive Women*.<sup>63</sup>

Besides Reeves and Park, other Americans starred in muscle pix over the years: Mark Forrest, Ed Fury, Mickey Hargitay, Gordon Mitchell, Alan Steel, and Rock Stevens, aka Peter Lupus, who appeared later on *Mission Impossible*. Two prominent European stars were Dan Vadis and Kirk Morris born as Adriano Bellini, was known in some circles as the Italian Steve Reeves. Samuel Burke of Montreal was the Canadian star. Originally a pro wrestler, under the name Sammy Berg, he appeared in the muscle movie *The Revenge of Ursus*, and in the muscle comedy *The Three Stooges Meet Hercules*.<sup>64</sup>

Most of the musclepix were distributed in North America by American International Pictures, which targeted the market for action and adventure and succeeded. In addition to the sword and sandal films of Reeves, Park, Forrest, and other herculean stars, AIP handled the classic horror films of Vincent Price (*Fall of the House of Usher*, *House That Dripped Blood*, and *The Pit and the Pendulum*) before racing into motorcycle films in the Sixties, and even venturing into social commentary (*Wild in the Streets*). Along the way they produced a series of Beach Party films with Frankie Avalon and Annette Funicello (much to the chagrin of Walt Disney). In 1964, AIP joined beach and muscle to produce the spoof, *Muscle Beach Party*. Weider magazine editors had to explain to disgruntled muscle men who resented people laughing at them that a movie with Don Rickles (as "Jack Fanny"), Buddy Hackett, and Morey Amsterdam was supposed to be funny.<sup>65</sup>

### **Muscle Beach**

The target of the muscle parodies was, of course, California's Muscle Beach. The first fitness fans on the beach were actually daycare children brought there by their supervisor, Kate Giroux, in the 1930s. People donated playground equipment, other people came to watch, and soon the big kids started playing on the beach too. Women fea-

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tured prominently among the Muscle Beach adepts – athletes like Abbye "Pudgy" Stockton, Edna Connie Rivers, and Relna Brewer McCrae, flexed and frolicked with the boys.<sup>66</sup> Acrobats and gymnasts worked on new routines to stay fresh between acts, while Hollywood stuntmen like Russ Saunders (originally from Winnipeg) dropped by to stay in shape between films. Soon the athletes and gymnasts were joined by weightlifters and bodybuilders. Muscle Beach was now the place to see and to be seen. American sportscaster Bob Wolff recalled:

And I'll never forget the first time I saw the man that all of Muscle Beach was talking about. I was standing quite a distance from the weight pen when he started walking toward me. His physique was unlike any I had ever seen. Big, wide shoulders, tiny waist, diamond-shaped calves and a face that looked like a Greek god's. Everywhere he walked people would follow him, staring. His name was Steve Reeves.<sup>67</sup>

After the Second World War, Southern California attracted hundreds of thousands of Americans, many of whom had experienced its perfect climate and pleasant lifestyle during the war years. A lot of them had also taken up weight training in the military, so as Los Angeles grew so did Muscle Beach. True believers like Jack LaLanne traveled hundreds of miles every weekend to be part of the experience, which already included Joe Gold's Gym. LaLanne was born in San Francisco in 1914. His family moved to Berkeley to escape the damp foggy climate. At school he discovered weights and exercise, embraced them wholeheartedly, and was on his way. Soon he opened his own gym; the television show followed in the 1950s, and remained on air in one form or another into the new century.<sup>68</sup> Soon Santa Monica started hosting annual Mr. and Miss Muscle Beach contests.<sup>69</sup>

In 1955, some long-time regulars formed the Muscle Beach Weightlifting Club at the urging of the city parks department, which was worried about liabilities, what with all the bodies and weights being tossed around. Once the beach gang took the initiative, the city contributed

its own improvements, including the fencing around the workout area which would make it easier for the city to evict the beach club later.<sup>70</sup>

One of the most enthusiastic fans of the beach boys was Mae West. When she decided to jumpstart her career after the death of her long-time companion, James Timony, in 1954, she went down to the beach and recruited the best hunks she could find. In 1954, West put together a nightclub act featuring a chorus line of nine stalwart bodybuilders including George Eiferman, Joe Gold, Mickey Hargitay, and Armand Tanny. They started out at the Sahara Hotel in Las Vegas in July and toured steadily until 1959. The adventure was marred when one of the boys, Chuck Krauser (born Chester Robonsky) assaulted Mickey Hargitay onstage during a press conference because Mickey had fallen for Jayne Mansfield (and vice versa) and Krauser, West's new live-in companion, thought that was an insult to Mae. Krauser changed his name again, this time to Paul Novak, and remained with West until her death in 1980.<sup>71</sup>

This sort of attention was not what the town fathers of Santa Monica wanted for their fair city. Conservative voices sounded alarms all through the fifties about the morally questionable antics and attire of the beach gang. When press reports about a "sex orgy" on the beach appeared in 1958, the council acted with force, tearing down the exercise area they had set up just a few years earlier. Muscle Beach fans refused to go away. Many of the regulars had been there for decades, while a whole new generation was drawn to the beach by California's postwar poster boy Steve Reeves. So when Santa Monica clamped down, they all packed up and moved two miles south to Venice, where they started over. A decade later Arnold Schwarzenegger's arrival reinvigorated the muscle aspect of the beach, while joggers reinforced the athletic side and the new-age groupies recreated the eccentricity of the original beach. None of this brought back the ambience of spontaneous fun that imbued America's original mecca of muscle.<sup>72</sup>

By the mid-1960s, musclepix had outlived their appeal. After more than a 150 epics the market was more than sated. In 1963 the international bodybuilding star, Serge Nubret, appeared in *My Son the Hero*. Although intended as a legitimate musclepic, the genre had so

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exhausted itself by this time that the film became a parody despite itself. When newcomer Arnold Schwarzenegger appeared in *Hercules in New York* (1970), the distributors did not even try to promote it, sending it straight to the "kiddie matinees."

The genre disappeared so fast that when *Rocky Horror* appeared in 1974, it was seen as a nostalgic tribute to the muscle movies rather than as another parody. But Schwarzenegger had the last word: he reappeared a decade later as Conan and launched a whole new generation of brutal barbarian films with stars like Mark Singer (*Beastmaster*), Lou Ferrigno (later TV's *Incredible Hulk*), and Dave Prowse, who gave form but not voice to Darth Vader, and who had been inspired to take up bodybuilding by his childhood hero, Steve Reeves.<sup>73</sup>

An entire generation saw Steve Reeves as the embodiment of physical perfection from his Mr. America victory in 1947 until he hung up his sandals twenty five years later. In the words of Tom Platz, 1978 IFBB Mr. Universe, "if there hadn't been a Steve Reeves, the world never would have known that there was a sport of bodybuilding." As a bodybuilder he rose through the ranks of the Amateur Athletic Union, which controlled physique contests. As more and more men took up weight training for the purpose of bodybuilding, another epic struggle was looming. The battleground was not on the silver screen, but in the gyms and on the pages of fitness magazines throughout North America. It took a generation of bitter fighting before bodybuilding emerged from weightlifting as a sport in its own right.<sup>74</sup>

## ***Chapter Two***

### ***Organization***

Bodybuilding, which represents the triumph of personal fitness and physique over raw strength, burst onto the world stage with Eugen Sandow's appearance at the Columbian World Exposition in 1893—only to fall victim to weightlifting, which assumed the organizational lead at the 1896 Olympics. By the 1930s, the Amateur Athletic Union (AAU) and its Canadian counterpart, the Amateur Athletic Union of Canada (AAUC), controlled weightlifting, and used their International Weightlifting Federation authority to oversee bodybuilding as well. It took half a century for bodybuilding to acquire its own organization, voice, and leaders.<sup>1</sup>

#### **The Instructors**

During the latter half of the nineteenth century Imperialism, Progressivism, and Social Darwinism gave rise to Muscular Christianity, which gave religious legitimization to physical fitness for the first time since the Renaissance. As individuals sought to be their best, they turned to personal physical self-improvement.<sup>2</sup> Three pioneers laid the basis for twentieth-century physical training. Dudley Sargent professionalized sports, athletics, and physical education at Harvard, and spread the word through his annual summer school for phys-ed instructors. Within twenty years of his appointment in 1879, some 270 colleges, 300 local school boards, and 500 YMCAs had established

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physical education programs. George Windship, the original classic weakling picked on by neighborhood bullies (and by Harvard bullies when he went to college), took himself to the gym and lifted weights to build himself up to the point where he could lift a ton off the ground and became known as the Roxbury Hercules. Winship (the name was usually spelled without the 'd') toured the United States giving strength exhibitions.<sup>3</sup> If Winship provided the example, William Blaikie provided the instruction in his popular book, *How to Get Strong and How to Stay So*, published in 1879. He took up Winship's method (and equipment) as a young man to improve himself. At Harvard, he learned new techniques from Dudley Sargent. Blaikie also consumed health and fitness literature, and his influential book was a synthesis of the best compiled information available of the era. While Blaikie emphasized brisk exercise for a cardiovascular workout, weights were also in his program. His method was designed for exercising all the muscle groups. Blaikie's book became the bible of bodybuilding for many years, until celebrity strongmen like Sandow started selling their own systems and books.<sup>4</sup>

American Alan Calvert was one of many young men impressed by Sandow, whom he saw in action at the Columbian World Exposition in 1893. Calvert had tried various exercises as a young man in an effort to increase his strength, but it was Sandow (the man and the showman) that inspired Calvert to make strength and fitness his life's work. In 1902 Calvert formed the Milo Barbell Company, which in the opinion of Peary Rader of *Iron Man* magazine was "more responsible for our present wave of enthusiasm for bodybuilding than any other." Calvert issued informative promotional pamphlets to his customers. These pamphlets evolved into *Strength* magazine. In *Strength*, Calvert wrote and published articles on power and weight training, inspired by his earlier reading of Blaikie's classic book *How to Get Strong and How to Stay So*, and George Flint's 1905 book *Power and Health through Progressive Exercise*. *Strength* also included many photographs of classic, modern, and promising strong men and weightlifters.<sup>5</sup>

Calvert's own view was that people were "far more interested in finely developed bodies than in weight-lifting records," and that the best way to get a "magnificent build, and the super-strength that goes with it"

was through progressive weightlifting exercise with an adjustable barbell. In contrast to later body building regimes, however, Calvert always emphasized that "bodily strength is due, first, to the perfect development of every muscle, and, second, to the ability of making these muscles co-ordinate." Calvert recommended repetitions of the various exercises, but did not appreciate the advantages of the set system that later revolutionized bodybuilding.<sup>6</sup> In his book, *The Truth About Weightlifting* (1911) and in *Strength* magazine, which he edited and published, Calvert criticized the circus strongmen for fraudulent lifts and fabricated claims, and called on the amateur lifters to organize themselves, set up common standards and enforce uniform standards of weights and lifts.<sup>7</sup>

### **George Jowett & Bob Hoffman**

George Jowett was a strongman and weightlifter from England. Born in Bradford, Yorkshire in 1891, Jowett was injured as an infant and underwent several operations to repair his spine which left him weak. Of necessity, he turned to study, especially history, and won several scholarships. Then, at the age of nine, he saw Sandow perform. Jowett was tired of being a weakling and runtso followed Sandow's course to physical improvement. Jowett became a champion gymnast, and turned to professional wrestling after leaving school. Wanderlust took him around Europe and eventually to Canada, where he toured professional and backwoods circuits. In Canada Jowett heard many tales of Louis Cyr and other Quebec heroes. In the little St. Lawrence village of Aultsville he met and married Bessie Bouck. They settled southwest of Ottawa in Inkerman, Ontario, and Jowett acted as village blacksmith when he was not on tour wrestling.<sup>8</sup> In his spare time Jowett crafted his own barbells and dumbbells. He also sold Pullum, an English strength equipment outfit, by mail.

In 1914 Jowett joined the Canadian Expeditionary Force and did not return home until 1918. He resumed his strongman and wrestling performances, and won the title of "World's Best Developed Man" at a Chicago competition in 1921. Back in Ontario, Jowett tried to organize a Canadian branch of the British Amateur Weight-Lifters Association (BAWLA) because of his familiarity with their standards, but

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the Canadians, or at least the Quebecers, already had an organization of sorts (the Quebec Barbell and Dumbbell Lifters Federation) and rejected British affiliation.<sup>9</sup>

In 1922 Jowett teamed up with another Brit, Bernard Bernard, former president of BAWLA and former editor of the British magazine *Health & Strength*, who lived in Chicago at the time and edited the new magazine *Health & Life*. Together they announced the creation of the first United States weightlifting organization, the American Continental Weight-Lifters Association (ACWLA). The announcement was overshadowed when Bernarr MacFadden staged a physique contest in New York City – the contest that made Charles Atlas a household name. Although Jowett and Coulter attended the show, MacFadden ignored their appeal for support, at least for the time being.<sup>10</sup>

Alan Calvert, however, did notice and appreciate the efforts of Jowett. Calvert invited him to join the staff of *Strength*, and pledged to support the ACWLA. The Association itself reorganized in 1924 with Jowett as president, Coulter and David Willoughby, a Los Angeles area weightlifter a muscle magazine correspondent, as vice presidents. The ACWLA was also able to assemble a star-studded panel of expert advisers including Calvert, MacFadden, Atlas, and Liederman. As John Fair wrote in his comprehensive history of ACWLA, "for one of the few times in its century of existence the iron game fraternity appeared to be united."<sup>11</sup>

The newly reorganized ACWLA held many contests in strongman Sig Klein's famous New York gym, with results reported in *Strength*. The first national convention took place in 1925, attended by Bob Hoffman, Mark Berry, and Harry Paschall – all of whom would have something to do with the demise of ACWLA a few years later. In 1926 Jowett approached the AAU at its Pittsburgh convention and persuaded Colonel Charles Dieges, himself a former Olympian in the tug-of-war, to approve weightlifting as a recognized sport. Jowett became chairman of the first AAU weightlifting committee at the Baltimore convention, but soon lost favor as a new team including Avery Brundage and Dietrich Wortmann ("that Nazi rat" as Jowett called him) took over.<sup>12</sup> By the early 1930s the AAU started taking control of weightlifting on a more systematic basis. Rival organizations like ACWLA were banished to the

wilderness as the AAU adopted Olympic (European) rules, regulations, and lifts.<sup>13</sup>

Bob Hoffman was born on a fruit farm near Tifton, Georgia, in 1898. The family came from Pennsylvania, and moved back to Pittsburgh in 1903. Soon afterwards the parents split up. Young Bob stayed with his father, starting his life-long obsession with being manly. He spent summers reading, and entered athletic clubs and events. When the First World War came, Hoffman enlisted in the Army. He was in the thick of fighting on the western front, and lost his hair when a grenade exploded in front of him. For such gallantry (or recklessness) he received numerous medals and decorations, but not the Distinguished Service Cross that he had claimed he won. Despite Hoffman's heroism, the war shocked him out of his religious beliefs and into a lifetime of sin, including adultery.<sup>14</sup>

After the war Hoffman found a career as travelling salesman that suited his braggadocio. He joined his brother in York, Pennsylvania, which became his home for the rest of his life. Hoffman soon acquired a joint partnership in the York Oil Burner Company, which he sold in the Depression for a small fortune. By now, Hoffman had discovered weights, courtesy of Milo and *Strength* magazine. Weightlifting captured his interest, and he organized a local contest with the help of George Jowett. He won the title of "York's Strongest Man." In 1927 he managed to win the Philadelphia segment of *Strength* magazine's nationwide contest when no one else entered. He now made the weightlifting business his only priority.<sup>15</sup>

Hoffman's success reflected his ability to offer unemployed lifters jobs at York during the Great Depression. Eventually, he scooped up virtually every top lifter in the country. In the spring of 1932, the York Oil Burner Athletic Club team defeated the mighty German-American Athletic Club of New York, led by Hoffman's arch-rival "Kaiser" Dietrich Wortmann.<sup>16</sup>

Hoffman was appointed as AAU Commissioner, and passed himself off as a loyal AAU officer in firm control of the Pennsylvania delegation. He then demanded a position on the AAU national committee but was rejected. This prompted Hoffman's decision to launch his own maga-

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zine as a spotlight to showcase his role in weightlifting.<sup>17</sup>

Hoffman was a *Strength* magazine reader before the First World War, and visited the Philadelphia office after the war when he moved to York. For a while he even wrote for the magazine as his own interest in weightlifting grew. In 1932 Hoffman launched *Strength & Health*. He recruited George Jowett, living in the area and recently separated from the Milo Company and *Strength* magazine, to act as publisher. But the owner and the publisher did not see eye-to-eye, particularly with regard to the AAU. Jowett wanted to revive his ACWLA against the now dominant AAU; Hoffmann wanted to support the AAU (particularly if he could control it), and sought only to shine the publishing spotlight on himself. At first Hoffman cooperated with Jowett, calling ACWLA "the only body in America working honestly, sincerely and strictly for the benefit of American weight lifting and the weight lifters." Hoffman, in any case, recognized the superior attraction of the AAU, which his York team continued to dominate. In 1933 Hoffman agreed to subordinate ACWLA to the AAU. This concession infuriated Jowett, who left *Strength & Health* and "that moron Hoffman" in 1934.<sup>18</sup>

In 1936 Jowett launched his new venture, *The Body Builder*. The magazine featured articles on general health and fitness, nutrition, exercise, muscular development, sports, and weightlifting. No Jowett magazine could be complete without its own organization, so *The Body Builder* sponsored The International Order of Body Builders (IOBB). Still ambitious, this time the new organization would try to work with the AAU, unlike his ACWLA. Despite Jowett's hopes, the IOBB did not last long, but the name would inspire a somewhat more successful organization a decade later.<sup>19</sup> *The Body Builder* appeared for the last time in spring 1937.

### **Strength & Health**

Hoffman's magazine proved to be more successful and long-lasting than Jowett's venture. *Strength & Health* appeared from 1932 until 1986. In the premier issue he touted his magazine as "the answer to the weightlifter's dream." Originally designed as "A Man's maga-

zine for Real Men," he altered its orientation to "Family Health," "Self-Improvement," and "Physical Fitness" over the years. Always it was mainly a soapbox for Hoffman and an advertising medium for York weights. The magazine combined general interest articles and commentary with regular features on strength, health, weightlifting, and sports interspersed with copious amounts of the Bob Hoffman philosophy, particularly during the Second World War. He promised that *Strength & Health* would be "a magazine that could rise above personalities, controversies and commercialism, to serve the definite purpose of benefiting mankind."<sup>20</sup>

In 1934 *Strength & Health* appeared on newsstands across North America. A year later, readers, from east to west, reported reading Hoffman's magazine. One over-enthusiastic reader summed up the feelings of many when he wrote: "for humanity's sake, always and ever keep up your excellent work, Bob. "Over the years, many readers made the pilgrimage to York to meet the man himself."<sup>21</sup>

After problems with his first distributor, Hoffman turned to American News, who reluctantly accepted this magazine with a niche market and a high rate of unsold copies, despite Hoffman's claims that it was a "family health magazine" with broad public appeal. He faced similar problems with the United States Post Office, which denied cheap fourth class postal rates because the government branch viewed the magazine as nothing more than an in-house advertising medium.<sup>22</sup>

Sometimes a magazine could not contain Hoffman's volubility, so he poured forth his wisdom in about a dozen books, most of them written during the late 1930s and early 1940s. *How to be Strong, Healthy, and Happy* (1938), was a general guide to living life in moderation with natural foods, plenty of exercise, the right amount of rest, while avoiding alcohol, tobacco, and medicine. Although one reader who bought "your most wonderful book" told Hoffman "it is the best I have seen yet," and another reader thought it was "swell," more knowledgeable observers believed that Hoffman's advice was a generation out of date and "terribly dangerous." Most of his books focused on bodybuilding and weightlifting. *Secrets of Strength and Development* offered "all the answers to your bodybuilding problems" by providing "secrets to

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building a perfect physique." Other books broke down the "secrets of strength and development" by body part: *Big Arms, Big Chest, Broad Shoulders*. And for the other body parts, Hoffman provided *Sex Technique* after several readers asked him for advice on intimate matters (and despite other readers who "abhor your sex articles," publisher rejection of a "rotten" manuscript, U.S. Post Office harassment, and local bans in Canada).<sup>23</sup>

Quite naturally for someone obsessed with lifting, Hoffman got into the barbell business early. From the very beginning, the York Oil Burner Company produced barbells on the side. Meanwhile, Hoffman's principal rival was having trouble in the depression. The Milo Barbell Company, under financial pressure, resorted to holding customers' money for mail-order barbell sets without attempting to fill the orders, despite warnings from the Federal Trade Commission on the dangers of fraud. Hoffman tried to buy out the company but the owner, Daniel Redmond, refused to sell. Hoffman then undercut Milo by offering his barbells at half price to anyone who claimed to be a disappointed Milo customer. York did brisk business for several months, and Milo finally went under. In 1935, Hoffman bought out the bankrupt Milo Barbell Company and *Strength* magazine for \$4,000. Soon afterwards, the Milo Building mysteriously burned down, and Hoffman's York empire assumed the dominant, if not exclusive, leadership of American weightlifting.<sup>24</sup>

By the mid-1930s, York moved aggressively into barbells. Ads touted the quality construction and reasonable prices, and promised customers that "by using a York Barbell you can be a Superman." Soon an office opened in Philadelphia, and another in Toronto. York Canada was operated by Norm Miller, who also coached the York Toronto Weightlifting Club, and later by Jim Dick, a regional AAUC official in Brantford, Ontario. Canadians reported using both Milo, when it existed, and York barbells.<sup>25</sup>

The Great Depression and the Second World War curtailed barbell sales but increased interest in lifting, especially for servicemen. Canadians in all three branches of the service maintained contact with York whenever possible, and reported working out even if this meant relying on donated barbells in England. Back home, several army, navy,

and air force bases had well-equipped gyms staffed by qualified physical training instructors to keep the men in shape; the Royal Canadian naval base in Halifax had dozens of men lifting weights at any given time. The exercising seemed to work, as one soldier reported: "I am an x-ray technician, and am proud to say the Canadian Army has some fine well-built boys, as I see them stripped in my department."<sup>26</sup>

Hoffman linked barbells and victory: "many of our heroes were barbell men." A whole column in *Strength & Health* explained how men in uniform found ways to train with weights during the war; he even claimed that marines took time during the fighting on Iwo Jima to read *Strength & Health*. With this demand, sales doubled right after the Second World War. Unfortunately for Hoffman, other also cashed in on the market for barbells, causing a slump in York sales during the late forties until things picked up again.<sup>27</sup>

Hoffman promoted York barbells by staging weightlifting demonstrations in local department stores and county fairs, and by national and regional tours for his York team. He often participated in the shows with his special "nonferrous" (aluminum) barbell tailored for his limited lifting ability.<sup>28</sup> Besides barbells, York developed an array of other bodybuilding equipment, including "iron boots" (shoes with strap-on dumbbells for leg exercises); "crusher grips" for hand and arm exercises; abdominal boards; and work-out uniforms. This line of equipment was provided by a subsidiary, the York Athletic Supply Company.<sup>29</sup>

Most of Hoffman's writing, in books and in the magazine, was hype, so naturally he soon proffered a miracle cure that promised "strength, energy and endurance." Hoffman's Hi Protein began when he noticed that Erwin Johnson's Hi-Protein sold well through ads in *Strength & Health*. He dropped Johnson's ads, substituted his own, and started brewing up "scientifically formulated" food supplements based on soya powder and Hershey's chocolate. Hoffman, as the story goes, stirred the magic ingredients in a vat using his old canoe paddle. Later he produced tablets, cookies, and fudge, all of which made him a millionaire.<sup>30</sup> These profits Hoffman plowed back into the support of weightlifting.

### **Olympic Weightlifting**

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For Hoffman and the AAU it was visions of Olympic gold that inspired their commitment to weightlifting. When Pierre de Coubertin revived the Olympic Games and the first modern competition was held at Athens in 1896, weightlifting was represented on the schedule of events with two lifts. The Scot, Launceston Elliot, a pupil of Sandow, won the one hand clean and jerk, while the Dane, Viggo Jensen, won the two hand lift. These accomplishments apparently inspired no imitators since there was no weightlifting at the Paris Games in 1900. But the St. Louis' 1904 Olympics featured a variety of lifts by a number of participants, including several from the United States. This round failed to impress for there was no lifting at London (1908) or at Stockholm (1912), while the 1916 Games were cancelled because of the First World War.<sup>31</sup>

This hiatus allowed for better planning at the Antwerp Games (1920). For the first time weightlifting was organized into classes by body-weight. In 1924 (Paris) five official lifts were accepted: the one-hand snatch, the one-hand clean and jerk, the two-hand press, the two-hand snatch, and the two-hand clean and jerk. The 1924 lifters lifted ten per cent better than the 1920 lifters, an early sign of the improvements possible with modern techniques of weight training. The star of the show was Charles Rigoulot of France, whose combined total for the five lifts was 1107.75 pounds in the light heavyweight class. The Italian Giuseppe Tonani won the heavyweight class with a total of 1140.75 pounds. At the 1928 Games in Amsterdam, German Kurt Helbig and the Austrian Hans Haas excelled. The Amsterdam Olympics accepted three standard lifts: two-arm snatch; two-arm press, and the two-hand clean-and-jerk. The Games returned to the U.S. once again in Los Angeles (1932).<sup>32</sup>

By now there were signs of systematic organization for the weightlifting competitions. By 1930 the AAU held national weightlifting championships using the standard Olympic lifts. Top competitors during the early 1930s included Dick Bachtel, Bill Good, Bob Knodle, Art Levan, Albert Manger, and Arnie Sundberg. In 1932 the AAU organized elimination contests across the country to select the best lifters for the Olympics in Los Angeles. The final team included two men in each

weightlifting class.<sup>33</sup>

The Los Angeles Olympics of 1932 saw the first American weightlifting team enter the Games. Elimination events across the country preceded the Olympics in July. By 1936, the AAU recognized three standard lifts for its national and regional weightlifting championships: the press, snatch, and the clean and jerk. At the Berlin Olympics (1936) Tony Terlazzo won the first U.S. Olympic medal in weightlifting, but many of his teammates (Walter Good, John Grimek, and John Terpak, among others) would soon become stars in their own right.<sup>34</sup> Although the American lifters did well in Berlin, winning the first Olympic gold medal in weightlifting for their country, the third place standing of Hoffman's York group (he instinctively thought of it in these terms) led him to overreact by brutally assaulting lifting coach Mark Berry in France and then boasting of his sportsmanship in his magazine. This was not Hoffman's only misguided violent outburst: he viciously attacked a patron at a York hotel, fracturing his skull, and was convicted of assault and battery. Hoffman had to be restrained by court order from harassing the jurors who served on the trial.<sup>35</sup>

After the Second World War, the World Championships resumed with the Paris competition in October 1946. By now Russia had replaced Germany (not represented in 1946) and Egypt remained a top contender. Russian Gregori Novak was a star of the era but his victories were sometimes unusual. When one lift was disallowed because he was slightly over the personal weight limit for his class, Novak "whipped off all his clothes so fast male contestants had to form a shield around his body." He then sweated off the last few ounces and his record was accepted.<sup>36</sup>

Novak's success (if not his strategy) persuaded Russia to join the International Weightlifting Federation in 1947, setting the stage for another Cold War rivalry. But the U.S. team was on a roll that eventually brought home first place standing in the 1948 Olympics. The Americans successfully caught up with Europeans in only a decade of competition, and during the postwar decade the U.S. team led the world, and formed a great rivalry with the Soviets.<sup>37</sup>

## Physique Contests

By the 1930s local weightlifting competitions frequently included physique contests as part of the show. For some young men interested in strength and fitness, physical condition and appearance were more important than lifting record poundages. When strong men were stocky, the physique element had been missing, but from the time of Sandow muscular fitness became associated with a well-defined physique. From the turn of the century, physique contests were held in Britain and America to honor the Best Developed Man or the Most Perfectly Developed Man. In England, the Athletic Institute sponsored the Best Developed Man contest in 1898; Launceston Elliot won. At the same time Sandow announced a nationwide contest that was held in the Albert Hall in 1901; W. L. Murray won.<sup>38</sup>

Physique contests became annual events during the 1930s when *Health & Strength* magazine sponsored the All Britain Physique Contest. The French Federation of Physical Culture held contests during the 1930s, culminating in the World Physique Championships, which attracted 6000 competitors for the titles of Most Handsome Athlete in France and "World's Best Built Man." The Federation resumed these contests after the war, when Andre Drapp, a wrestler who was part of the French resistance during the Second World War, won in 1947.<sup>39</sup>

In America, Bernarr MacFadden hosted contests at Madison Square Garden during the early years of the century, and again after the First World War when Charles Atlas won the title of Most Perfectly Developed Man in America for two consecutive years. So when more muscle magazines appeared on the newsstands and more muscle contests were held across the country, inevitably more and more physique contests appeared alongside the weightlifting competitions. Throughout the 1930s many local and regional AAU weightlifting contests included physique competitions because fans wanted to recognize the weight lifters as much as the weights lifted. Inevitably these contests went public, building on MacFadden's precedent. Not surprisingly, then, New York State witnessed the first contests which led to the Mr. America series.

Johnny Hordines staged two competitions in upstate New York. On December 1, 1938, he held a Finest Physique Contest in Schenectady in which nearly 40 contestants in three height categories competed for awards according to physical development. In June 1939, Hordines conducted another Finest Physique contest in nearby Amsterdam, New York. This time several famous bodybuilders and promoters served as judges: Otto Arco, Joe Bonano, Bob Hoffman, and Sig Klein. The winner in the tall category, Bert Goodrich, has since been regarded as the first Mr. America, although that title was not associated with this contest at the time. Goodrich, an all-around athlete since youth, used Liederman's cables to increase his strength. After years on the carnival circuit he settled in Hollywood as a professional stuntman. The Amsterdam contest made Hoffman realize the importance of physique contests.

The fortunate people who were present to see this great event will know that I am not exaggerating when I say that the finest built men ever gathered together in one place on a single occasion, competed for the honors at Amsterdam. Like others who were present, I was simply overwhelmed at the many beautiful examples of the male physique as demonstrated in this contest. Practically every entry in every class, had every requisite of the statues of Greek Gods which have been famous through the centuries.<sup>40</sup>

In May 1940, the AAU conducted its first bona fide Mr. America contest in conjunction with the New York World's Fair. In the weightlifting championship Steve Stanko placed first in the heavyweight class and John Terpak led the middleweight class. Both were York lifters. John Grimek won the Mr. America physique contest, which merited a perfunctory notice in the *New York Times* that prompted two readers to chastise the Sports Editor for overindulging "sissified dog shows" while neglecting real sports like bodybuilding, which they blamed on the assumption that "you and your colleagues in Sports writing are so inferior in physical development that you wish to hide the defects possessed by the lot of you."<sup>41</sup>

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As if to avenge his young fans, Grimek won the title again the following year in a contest that was no contest. As fellow muscleman Sig Klein reported, "his posing was magnificent, his muscularity unmatched, his proportions symmetrical, his appearance majestic. He really stood far out ahead of all the others." So far out, in fact, that the AAU passed a rule stating that no one could win the Mr. America title more than once.<sup>42</sup>

Throughout the 1940s, Mr. America contestants reflected the diversity of American weightlifters and bodybuilders. In 1942 the New York policeman Frank Leight Stepanek copped the title, while Dan Lurie took the Most Muscular Man award. In 1943, Jules Bacon of Philadelphia won the title "because of his excellent physique." The following year Steve Stanko, former heavyweight lifting champion, made a remarkable comeback from phlebitis to capture the top prize. In 1945 Clancy Ross became the first postwar victor. He was followed by Alan Stephan, wartime poster boy for the United States Navy and the only enlisted man to have his painting hanging in the Navy Department.<sup>43</sup>

In 1947 Steve Reeves triumphed at Chicago. Despite a close contest between Reeves and fellow Californian Eric Pedersen that was only settled by the discovery of one lonely pimple somewhere on Pedersen's otherwise superb physique, Reeves set the standard for bodybuilders until Arnold Schwarzenegger came ashore.

He was the phenomenon of the evening - and from his first step onto the platform, the show was his. Seldom, if ever, does one perceive such perfection as this. From head to toe, here was the personification of manly perfection. This boy Reeves has shape plus!!!<sup>44</sup>

In 1947 the International Weightlifting Congress decided to stage physique contests at subsequent weightlifting championships. The first Mr. Universe contest took place in Philadelphia in a largely empty Convention Hall. Seventeen international competitors participated: eight Americans; two Canadians (John Bavington from Toronto and René Léger from Montreal); four Europeans; and three Caribbeans. Several

of the U.S. contestants had just competed in the AAU Mr. America contest in Chicago (June 29, 1947) won by Steve Reeves: Eric Pedersen, Joe Lauriano, John Farbotnik, George Eiferman, Kimon Voyages, and Joe Thaler. The other U.S. contestants were Jules Bacon (Mr. America, 1943) and Steve Stanko (Mr. America, 1944). John Grimek as usual gave a posing and muscle control demonstration which "ended the program with style, for no one else but the unique John Grimek could leave such a beautiful impression of male physical development at this time."

In Britain, BAWLA hosted its own Mr. Universe contest in London in conjunction with the British Empire Weightlifting Games and the 1948 Olympics. Two Americans faced six Europeans and one Iranian. The judges agreed with the audience, which was not often the case, in selecting John Grimek as Mr. Universe after a dazzling display of muscle control where "every muscle on view was jumping as though they were dancing," followed by acrobatics performed with "feline grace" and topped off by arching over backwards and dropping into a flawless split.<sup>45</sup>

The applause he [Drapp] received was nothing to the absolute roar of approval that was sustained all the time Grimek was on the stage giving his incomparable posing and muscle control show. In a life-time of watching every kind of sporting event I have never known such a demonstration. As John's great display came to an end men stood on their seats and shouted themselves hoarse!<sup>46</sup>

Steve Reeves, who had not expected to perform and who placed second for the overall title (although he won his class division and would win the Mr. World contest in Paris a few days later), congratulated the winner publicly by saying "I think that John Grimek is the greatest bodybuilder who ever lived."<sup>47</sup>

### **Canadian Weightlifting and Bodybuilding**

Following the precedent of the American AAU, the AAU of Canada

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assumed responsibility for weightlifting in 1930, and added physique contests in 1937.<sup>48</sup>

Gradually the popularity of weightlifting spread across Canada. In 1936 one Strength & Health Leaguer from St. Thomas, Ontario, put on a strength show at the YMCA, while another enthusiast from Toronto gave a demonstration in school where he parroted the York line: "bar bells are the easiest, surest, quickest and the best way to physical perfection. The most important thing is the way you feel, and remember the same blood serves the muscles and the brains." Soon other readers and leaguers reported on the growing popularity of weightlifting in their community and predicted great things for their hometown. Several of these early lifters did indeed go on to become champions, including Walter Kruk of Winnipeg, Bruce Page of Toronto, and Bert Hill of Hamilton. In Toronto, Bill Oliphant reported on "Canada's first all-Jewish weight lifting team," and told his readers "do not be surprised if we have some Jewish champions in weight lifting in the near future." Women lifters made their appearance at provincial competitions after the war.<sup>49</sup>

Although Ontario and Quebec dominated Canadian bodybuilding from the outset, contests appeared around the country after 1938, when local clubs organized competitions in Halifax, Winnipeg, Edmonton, and Vancouver. A Vancouverite reported that "there are quite a few boys in town who are practicing weight lifting. It is a coming sport." A year later the first New Brunswick championships were held in Moncton, and featured young Ed Thériault in the 132 pound class, lifting a total of 556 pounds.<sup>50</sup>

In 1934 Norm Miller put together a Canadian team from the Toronto area clubs to compete in the U.S. against local and national American teams. In August they made the trip to York to take on Hoffman's lifters. Though not threatened, Hoffman was impressed: "These Canadian boys deserve a lot of credit. We have never seen more enthusiastic lifters or finer fellows. They go anywhere. No other team has travelled as much to lift."<sup>51</sup>

The York Barbell Company was represented in Canada at this time by Miller in Toronto. Miller, a long time lifter, coach, and secretary of

the Ontario AAUC Weightlifting Committee, was responsible, together with City Council alderman George Duthie and Bill Oliphant, for organizing the annual Weightlifting Championship at the Canadian National Exhibition and turning it into a North American competition.<sup>52</sup>

York (Pennsylvania) and York (Toronto) held joint international invitational meets in the late-1930s. In 1936 Toronto lifters won in the lighter classes while York took all the heavier classes in "an orgy of record smashing," despite Bob Hoffman claiming they were handicapped by loose sand on the lifting platform. It was at this 1936 meet that Hoffman and Miller surprised Canadians by announcing the formation of the Toronto-York team. This caused the consternation of competitors in Canada because Miller repeated the York pattern established by Hoffman of nabbing top lifters from all other clubs.<sup>53</sup>

In 1937 the AAUC consolidated its control over weightlifting in Canada by joining the International Weightlifting Federation. At the same time, the AAUC took control of the annual CNE weightlifting contest by sanctioning the event as the official Canadian national weightlifting championship competition.<sup>54</sup> The fifth CNE championship in 1939 was hampered by the declaration of war on opening day and the loss of several Canadian lifters to enlistment. Americans cleaned up once again, although two strong Canadian weightlifters (Joe Sklar and Emile Villeneuve) did well. Hoffman reported that Villeneuve "is truly powerful and hoisted some very fine poundages." Sklar lifted well, but his style did not appeal to the judges and he placed second in his class.<sup>55</sup>

By 1940 Canada had been at war for a year, and although the CNE and the AAUC national weightlifting championships went ahead as usual, visiting Americans noted "the great number of healthy, hardy, determined-looking Canadians in uniform one sees everywhere." Some of the Canadians pointedly wondered why the United States had not joined the war. Although Hoffman had served in the First World War, he was one of many Americans who thought the United States should stay out of the Second World War, and that America could learn something about fitness from Germany, a position for which one of his Canadian readers took him to task: "I don't see how you people can stay out of it if you have red blood flowing in your veins."<sup>56</sup>

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The CNE grounds were used for military training, and the exhibition buildings were guarded by sentries. The fact that the CNE went on as usual was cited by Thomas Richard Henry, writing in the *Toronto Telegram*, as a great victory for the Canadian war effort.

As soon as Hitler learned that in spite of his conquests of European countries, in spite of his air force, in spite of his bombing raids, and in spite of his Italian ally, the Toronto exhibition was going on the same as ever (well, anyway, almost the same as ever) his morale slipped way down into his shoes. Of what use is world power if he can't stop the Canadian National Exhibition held each fall in the city of Toronto?<sup>57</sup>

Although many Canadian lifters were absent, some made it, including Russ Lewendon from Vancouver, who hitched his way across Canada for the contest. He placed fourth in his class, aided by a botched performance by John Grimek which Hoffman blamed on his training for a "Super man" movie serial. York's John Terpak starred once again, setting new Canadian and American records.<sup>58</sup>

In 1941 the war claimed the participation of even more lifters from the CNE competition (including some Americans serving in the RCAF), while a large show in Pittsburgh kept half the York team away, so that only seven American and fifteen Canadian lifters competed. For the rest of the Second World War, the AAUC literally closed up shop: no meetings were held between the outbreak of war (September 1939 for Canada) and the end of the war in 1945. This made it difficult to resume organized athletics immediately. The groundswell of interest in sports among returning servicemen, however, somewhat compensated for the death of many athletes during the Second World War.<sup>59</sup>

After the war, the AAUC national championship and the North American invitational championship moved to Montreal, in the Sir Arthur Currie Memorial Gym at McGill University. Fourteen of twenty-six contestants were Canadian: eight from Quebec, six from Ontario. Only Rossaire Smith placed first in his class; all the other competitions were won

by York bodybuilders from the United States. Ray Van Cleef, writing for *Strength & Health*, noted that “the most remarkable part of Smith’s lifts was the ease with which he performed them.” (Smith went on to become a member of the 1948 Canadian Olympic team.) A special appearance by Ed Thériault featured an “impressive and appealing muscle control and physique display.” According to Van Cleef:

This Canadian athlete is deservedly one of the most popular and most admired in the strength world. In physique he is a miniature Grimek. He is a first rate lifter being a Canadian record holder and is a very capable hand balancer.<sup>60</sup>

At the end of the competition, Rosaire Smith set a new Canadian record for the clean and jerk.<sup>61</sup>

The North American Weightlifting Championship returned to Montreal in 1947, hosted by the Province of Quebec Weightlifting Association. This time the championship included a “Mr. Canada” physique contest. Two height classes were represented - under and over 5’6”. John Bavington of Toronto led the shorter category; René Léger won the taller class prize. Ron Marsh told the story in a classic piece of sports reportage.

Rene Leger, blond bombshell from Montreal, last night was crowned Mr. Canada following a physique contest staged in the Arthur Currie Memorial Gymnasium. Mr. Leger certainly deserved to be crowned.

Besting five opponents by the sheer artistry of his rolling muscles, the man who holds the title of the Dominion’s Most Beautiful Male struck three poses, one front, one back and one optional.... Frankie Sinatra wouldn’t have stood a chance. Mr. Leger even beat John Bavington – another blond from Toronto.

Although Mr. Leger was the last of the six contestants to strut his stuff, it was plain from the instant he mounted

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the stage that the trophy was his. The moment his rolling blond mane was caught by the spotlights, an awed hush descended on the large audience. One or two of the women spectators moaned ecstatically; several of the men onlookers gasped: "Gee, ain't that something!"

Perhaps Mr. Leger's most striking pose was the one in which he made his thigh muscles throb. Another stance that brought sighs from the crowd had Mr. Leger's left hand gripping his right wrist while his left foot rested against his right ankle. While all this was happening to Mr. Leger's members, his head was thrown back to reveal the shapely outline of his larynx and the magnificent sweep of his bulging biceps.

"Beautiful!" remarked a man sitting under the clock. "Terrific!" exclaimed a woman seated near the dais. Mr. Leger throbbled some more. But at last the four judges had seen all they wanted and they retired to decide the verdict. Mr. Leger, who had been smiling confidently while his opponents did their stuff, smiled even more confidently as the judges retired. At last their verdict blared over the loud speaker.

Oblivious to the delighted shrieks backslaps and shouts of congratulation that broke out, Mr. Leger, still in his form-fitting swim trunks, glided majestically across the floor to receive his trophy.<sup>62</sup>

Léger's victory demonstrated the growing appeal of physique competition and the tremendous enthusiasm of physique aficionados. It also marked the beginning of an epic struggle for control in the new sport of bodybuilding. In later years weightlifting developed an ambivalent relationship with the AAU and the AAUC, and this helped weaken the control those organizations exercised over bodybuilding.

In 1948 the AAUC national championship was combined with the preliminary trials for the 1948 Olympics in London, to be held in London along with the British Empire Games. This was the first time a Canadian weightlifting team appeared at the Olympics. The AAUC selected Rosaire Smith, John Stuart, Gerald Gratton, Joe Sklar, and James Varalea for the team. In 1948 the first Canadian weightlifting team participated in the Olympic Games in London.<sup>63</sup> At the Olympics, Rosaire Smith placed seventh in the Bantamweight class, John Stuart and Gerald Gratton placed fifth in their classes, and Joe Sklar placed tenth in the Middleweight class.

The Canadian lifters began to question their loyalty to the American AAU after the 1952 Olympics, when favorite son Gerald Gratton was forced into second place (and the Canadian weightlifting team into fourth place) as a result of American interference. Lionel St. Jean turned against Hoffman while acting as coach of the Canadian team.

A great performance was turned in by Gerald Gratton even though he was the victim of several very disagreeable incidents. In one instance especially political pressure by one person in particular from the U.S.A. reversed a favorable decision for Gratton and greatly cut down his chances of winning a gold medal instead of a silver one.<sup>64</sup>

Quebec lifters were not the only ones to question Hoffman's pressure tactics. Canada's star lifter of the postwar era, British Columbian Doug Hepburn, also faced Hoffman's wrath because he dared to be stronger than Hoffman's protégé, John Davis.

### **Doug Hepburn**

Doug Hepburn, Canada's world class weightlifter in the early 1950s, was born in Vancouver on September 16, 1926. Although family genetics promised much – longevity on both sides of the family plus above-average strength on his father's side that hailed from mighty Bruce County, Ontario – fate pushed Hepburn toward the difficult road. Born with a club foot that made the Olympic style clean lift difficult for him,

Hepburn also suffered from an eye injury at birth that was finally corrected in his teens. Hepburn discovered bodybuilding through a friend, Mike Poppell, who took him to the local YMCA. When Poppell won the first Mr. British Columbia contest in 1946, Hepburn was inspired. His days on the beaches of Vancouver also introduced him to many muscular specimens who frequented Muscle Beach North. Once again, fate frowned on the Hepburn. His new stepfather believed Hepburn's fitness regimen interfered with his actual attempts at gainful employment and kicked Hepburn out of the house. Undaunted, Hepburn kept training, and set new British Columbia provincial records in 1949 for the press (258) and the clean and jerk (298); his press set the new Canadian record as well. By next year Hepburn was featured in local newspaper stories with official lifts of 330 (press), 255 (snatch), and 317 (clean and jerk). But no one outside Vancouver believed it was possible.<sup>65</sup>

In 1950 Hepburn wrote to Charles Smith, staff writer for Joe Weider's publications, and to *Strength & Health*. Both invited him to come east, and his uncle, Gordon Town, paid for Hepburn's train fare. When Smith met Hepburn at Grand Central Station in New York, he was overwhelmed: "So broad was he, so massive, so striking in appearance, that everyone around stopped, stood, and stared. His very carriage spelled POWER." In New York, Hepburn showed his stuff at Val Pasqua's Gym, where he curled 200 pounds, pressed 200, and push pressed 385 pounds. At Abe Goldberg's Gym he push pressed 405 and bench pressed 410. Then he went to the "fountainhead of weight lifting" at York and repeated the show for Bob Hoffman, John Grimek, Steve Stanko, Dick Bachtell, Joe Pitman, Frank Spellman, Jake Hitchens, Jules Bacon, and Ray Van Cleef.<sup>66</sup>

At the 1951 AAU National Weightlifting Championship, John Davis and Doug Hepburn put on a lifting spectacular. In the eyes of Earle Liederman, Hepburn proved himself as "the Greatest Strong Man of all Time," adding that he has, "NEVER seen anyone who has the enormous, frightening ELEMENTAL POWER that Doug Hepburn possesses."<sup>67</sup>

In 1953 Hepburn journeyed to Stockholm for the World Weightlifting

Championship. He travelled alone; no one from the AAUC accompanied him. A British coach, Al Murray, provided on-scene training advice and the Russian team physician attended to his injuries. Hepburn won the World Heavyweight Lifting title with a Press of 371.5, Snatch of 297.5, and a Clean and Jerk of 363.25, for a total of 1030, well over the scores of John Davis and all the other York contenders. This Canadian demonstration and the Soviet team victory over the United States did not please everyone. David Webster reported that Hepburn faced a great deal of pressure from “people there who could have been generous to Doug had he withdrawn from the contest.” This statement, of course, referred to York boss Bob Hoffman who feared the loss of prestige to his stable if his man, Davis, and his team lost to the Russians (as they did). Hepburn himself recalled that Hoffman was “a little shady at the Stockholm Championships.”<sup>68</sup>

The Stockholm victory brought Hepburn recognition back home, as he received awards for Best B.C. Athlete; induction into the Canadian Amateur Athletic Hall of Fame; the Norton Crowe Trophy for “The Most Outstanding Amateur Athlete” in 1953 (only the second weightlifter to receive this honor after Gerry Gratton won the award for his Olympic lifting in 1952); and the Canadian national press poll for top sports star of the year.<sup>69</sup>

Although bitter in Stockholm, Hoffman’s magazine, *Strength & Health*, gave due credit to Hepburn for his accomplishments: “whatever his future may be, Doug Hepburn deserves to be ranked in the all-time iron game hall of fame for his record-breaking strength feats.” After a brief wrestling career, he ran his own gym for several years and developed various training devices. When he died in November 2000, Leo Gaudreau penned a brief tribute.<sup>70</sup>

The specialized feats of old time strong men, which were little altars at which we worshipped, were all surpassed by Hepburn. He did not specialize on these feats; he was just a man of immense all around muscular power, with good muscular reflexes, and a dedication to strength.<sup>71</sup>

Hepburn was Canada’s last hurrah in weightlifting for an extended

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period of time. He had Canadian successors in the iron game (Dave Baillie and Benoit Côté, in particular), but none matched his lifetime of records. The decline of weightlifting was symptomatic of the general decline of participatory sports in post-war Canada. Although the Second World War had fostered a greater sense of public and political interest in sports and fitness, and the federal government passed the Canada National Fitness Act in 1943, which set up the Canadian Sport Advisory Council and the National Physical Fitness Council, little tangible effect flowed from these initiatives. Sports remained in the hands of local, volunteer organizations like the AAUC and its affiliates.

After the Second World War, the AAUC tried to assert control over the Mr. Canada physique contests “in order to eliminate commercialization in the sport” by limiting participation in contests to its members. But found problems working with the rights holder, according to minutes from a meeting.

The “Mr. Canada” contest is still causing us some concern, the name has been registered in Ottawa by Mr. Ben Weider and no one can run a contest for this title without asking his permission.<sup>72</sup>

By 1960 the federal government secured broad support for Bill C-131, which provided funding to sports agencies, institutions, and organizations and to the provinces for local sport and recreation programs and facilities. Despite Bill C-131 and the new National Fitness and Amateur Sport Advisory Council. Canadian international sporting performance, however, continued to deteriorate and these subpar showings were visible to the world thanks to global television coverage of international sporting events. The new Trudeau government acted quickly to respond to the challenge. Its Task Force on Sport led to the creation of the National Sport and Recreation Centre to provide offices and managerial staff for all sports organizations willing to relocate to Ottawa and to surrender their autonomy.<sup>73</sup>

As the various sports organizations lined up, the AAUC lost its *raison d'être*. At the annual meeting in 1969, the president conceded

that the AAUC probably deserved to lose out to the new body, Sport Canada.<sup>74</sup> The AAUC voted to dissolve itself in 1970. In the United States, Hoffman and the AAU lasted longer, but as American weightlifting fortunes sagged in the 1950s and popular interest shifted towards spectator sports (especially those on television), weightlifting's popularity waned. However great his love for the iron game, Hoffman could not afford to identify himself exclusively with a dying sport. In the 1970s, *Strength & Health* underwent another metamorphosis as Hoffman, prompted by declining market share, poor performance by the U.S. Olympic weightlifting team, and occasional thoughtful letters from readers who noted that "times have changed, Mr. Hoffman, and I think your magazine should too," switched interest from muscles to family fitness, good health, and softball. Hoffman dismissed objections from his loyal fans: "with only 4,000 registered weightlifters, and perhaps twice that number of serious bodybuilders, *Strength & Health* cannot continue to ignore the enormous public, two hundred million strong, who need physical fitness." Although he offered the lifters his other magazine, *Muscular Development*, for articles on weightlifting, powerlifting, and bodybuilding, Hoffman's revamping of *Strength & Health* implicitly conceded victory in the iron game to his longtime rival and focus of the following chapter, Joe Weider.<sup>75</sup>

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## ***Chapter Three***

### ***Innovation***

In 1939 Joe Weider, the quintessential 98 pound weakling, won the city weightlifting contest in Montreal. Less than a decade later, Joe and his brother Ben hosted their own bodybuilding contest with Mr. America Steve Reeves as guest of honor. To them, the show must have seemed like a dream come true, yet it was only the beginning. The force the Weider brothers unleashed in the Monument National Theatre became a fast growing sport, organized on a worldwide basis by Ben Weider and supported by a worldwide publishing empire run by his brother, Joe.

#### **The Weightlifter**

Joe Weider was born in Montreal, Canada in November 1920, the second of four children. His father, Louis, came to Canada in 1906 with his wife, Anna Nudelmann. In addition to Joe, the family included Louis (who died young), Freida, and Ben, who was born in February 1924. The family lived at 4466 Coloniale, located between St. Laurent and St. Denis and in the same part of town as the Monument National Theatre, where Ben and Joe eventually staged many of their bodybuilding competitions.<sup>1</sup>

As a young lad during the depression, Joe was the classic weakling. This made walking to and from school a traumatic ordeal. One cold winter day Joe had enough: he went to the YMCA determined to

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start working out. Joe had read Alan Calvert's *Strength* and the new *Strength & Health* (Bob Hoffman's magazine), and became mesmerized by the images of strong men. Joe was determined to build himself up. He tried the YMCA, but the director told Joe to see his doctor first because he was too weak to lift weights.<sup>2</sup>

Necessity being the mother of improvisation, Joe scrounged around rail yards until he found an old flywheel which he (slowly) carried home, where he had to hide the weights because Mama Weider fretted over her son's health. Then he attempted to lift weight, until one day when he held it triumphantly overhead. His victory made him feel "strong, secure, and really made me feel special." Now was the time for a proper barbell, but the depression was ongoing and Joe worked long hours for little money. So he contacted fellow Canadian George Jowett, whose *Body Builder* magazine was on the newsstands, and arranged to buy a barbell on a payment plan. Jowett later recalled that Joe "was an old pupil and I have guided him and he has done right well."<sup>3</sup>

In the 1940 AAUC lifting championship for Montreal, Joe pressed 190, snatched 200, and clean and jerked 270, for a total of 660. He also set the Quebec provincial record for the military press. The AAUC report noted that "Joe Weider and John Stuart made a very fair showing." In his last amateur appearance in 1943, Joe Weider lost to one of his first pupils, Marshall Grenick.<sup>4</sup>

### **The Publisher**

New converts are notoriously enthusiastic, and young Joe was no exception. He resolved to spread the word about weightlifting. But at that time it was difficult to proselytize. First, *Strength & Health* was victim to local bans in Canada because of alleged immorality stemming from the scantily clad male models in photos and ads. With the outbreak of the Second World War in September 1939, the magazine was subject to currency exchange restrictions imposed in Canada and other British Commonwealth countries to limit American imports. By 1942, the ban relaxed somewhat, as subscribers were permitted to receive their copies though the mail, but newsstand distribution remained controlled. Joe wanted his own pulpit and set to its creation.<sup>5</sup>

Joe started by searching through back issues of *Strength & Health* for Canadian names in the “Strength and Health Leaguers” column and the “Letters from Readers” page. Then he spent his last pennies on postcards to invite these Canadians to subscribe to a new publication – a Canadian magazine for Canadian bodybuilders. He was amazed at the response: 400 young Canadians felt just as he did. *Your Physique* was the result.<sup>6</sup>

When Joe decided to publish his own magazine, it was an incredible risk for a young lad of seventeen who had barely scraped through the depression. Joe remembers:

Like most young fellows I started bodybuilding for purely personal reasons, at the early age of 13 years. At the time I was thin and weak and got pushed around a lot by the bigger boys. During the next four years, as a result of systematic training, my whole body, mind and personality changed so amazingly that I could scarcely recognize myself. I honestly believed that a miracle had been performed and knew beyond any question of a doubt that it was bodybuilding that had produced this miracle. Overnight I became imbued with the idea of making this magic available to the countless thousands of others who, like myself, were seeking health, strength and self-confidence.<sup>7</sup>

Armed with determination and little money, Joe set out to publish a magazine that would reach out to other young Canadians with the gospel of bodybuilding. His magazine, *Your Physique*, featured top writers in the health and strength field from Canada and the United States. The idea appealed to enough Canadians that Joe used their subscriptions to launch his new venture.<sup>8</sup> Weider wasted no time. Typewriters, filing cabinets, and mimeograph machines made their appearance in the bedroom, the kitchen, and any other corner where there was space; as Tony Lanza, legendary photographer of wrestling and bodybuilding, observed, “Joe took over the house for his business.” For many years, the family home remained the Canadian headquarters for the Weider empire.<sup>9</sup>

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*Your Physique* made its first appearance with the August 1940 issue. Joe supplied much of the content, but already had prominent collaborators lined up, including Harvey Hill of the local AAUC and Arthur Dandurand, a classic French Canadian strongman who was still active at sixty. Soon Joe signed up Bill Oliphant from the Toronto bodybuilding scene, George Jowett, and Frederick Tilney – formerly associated with Bernarr MacFadden, Charles Atlas, and even Bob Hoffman.<sup>10</sup>

Joe knew from reading *Strength* and *Strength & Health* that photography was crucial to the success of the new magazine. Readers wanted to see exercises demonstrated; they wanted to see the contests they could not attend; and they wanted inspirational images not only of the “stars” but of aspirants like themselves. Weider recruited top American physique photographers like Earle Forbes and Lon Hanagan from New York.<sup>11</sup> He also wanted a Canadian photographer on staff, and fortune delivered Tony Lanza.

Lanza was born in Montreal in 1920 after an epic conception. His father was in Montreal visiting relatives when the First World War broke out. He returned home, but before he could meet with his fiancée he was shipped off to the front. True love waits for no war, so he deserted, hiked across Italy, met up with his bride-to-be, got married, and was arrested for desertion. After some intense prayers to St. Anthony, patron of expectant mothers, and some legal fortune, his father was released and the newlyweds sailed for Canada. Antonio was born soon after their arrival in Montreal - the first of twelve children.

Like the Weiders, Lanza grew up in a rough neighbourhood and learned to fight, box, and wrestle. When the next war came along, Lanza, ironically given his father's past, put his experience to work apprehending deserters and policing the waterfront. Along the way he married (in 1942) and met Joe Weider (1943) when he went to pick up a new barbell set. After some discussion, Joe urged Lanza to give photography a try.

The man soon to become "the world's greatest physique photographer" bought his first camera in Greenberg's pawnshop. Joe then instructed Lanza on the finer points of physique photography. Much of this instruction was by trial-and-error. Joe realized that body hair dis-

tracted from physical development, so for his own early pictures he tried Nair. But with no prior experience, the result was not what he expected; in the words of Lanza, when Joe stepped out of the river after rinsing off, "he looked like a plucked chicken." The experience persuaded Joe that the razor might be better. It was also the first step on the road to making Lanza famous.<sup>12</sup>

In the 1950s and 1960s Lanza had an international wrestling career under various noms de mat, including The Mask, The Black Devil, The Strangler, and The Gorilla. He also acted as official wrestling photographer at the Montreal Forum under promoters Eddie Quinn and Sylvio Massimo. Joe Weider's chosen successor to Tony Lanza was Jimmy Caruso, a classic short and skinny weakling who found *Muscle Power* magazine, bought a gym set, and built himself into a champion boxer. Caruso took up photography and became a star in the field for many years.<sup>13</sup>

The heart and soul of Joe Weider's *Your Physique* lay in the many articles that described how readers could build themselves up by following the training secrets of top bodybuilders, by eating a sensible diet, and by living a moderate sex life. *Your Physique* reported on weightlifting and bodybuilding competitions, and provided biographical profiles of the stars of the day. Above all, it provided motivation and inspiration. During the war years, patriotism rallied young men to make the best of themselves with the help of *Your Physique*: "We're building two-fisted, red-blooded MANHOOD that the Allied Nations are clamoring for." After the war, the message was more upbeat:

Come along with "YOUR PHYSIQUE"! We're really going places! The "cream" of American MANHOOD - tens of thousands of them, look to YOUR PHYSIQUE each and every month for help, guidance and inspiration in BUILDING BETTER BODIES, in more BOUNTIFUL LIVING, for PERSONALITY IMPROVEMENT. This instruction-packed publication has no rival.<sup>14</sup>

One year after the end of the Second World War, Joe Weider felt confident enough to move both *Your Physique* and its companion mag-

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azine, *Muscle Power*, to a monthly publication schedule. He promised readers that both magazines would appear on time, now that wartime restrictions on paper were lifted. His mentor, George Jowett, voiced his approval: "one thing I have to hand J. Weider. He makes a fine job of his magazine and all else he puts out." By 1947, Joe claimed 125,000 copies in print every month, and announced a new format for *Your Physique*: "In the future, *Your Physique* will deal not only with muscles but with the WHOLE INDIVIDUAL. The modern muscle man wants more than muscles and we are going to see that he gets what he wants." After the war the focus shifted to youth, particularly male youth, because "the world is, has been, and in all probability always will be, a MAN'S WORLD." When the men of the world unleashed the Korean War, it was time for *Your Physique* to help prepare "the YOUTH of TODAY, the PROTECTOR of TOMORROW."<sup>15</sup>

In August 1952 *Your Physique* mutated into *Mr. America: A Man's Magazine*, an unusual name, given Weider's desire to publish for the aspiring Canadian bodybuilder. Only the hypermasculine and half-naked cover illustrations of rugged he-men in combat made *Mr. America* more of a "Man's Magazine" than *Your Physique* or *Muscle Power*.<sup>16</sup> Perhaps in recognition of this fact, Weider launched another venture in November 1952: *American Manhood*. Ironically, *American Manhood* continued the format of *Mr. America* – exercise and workout techniques, contest results, personal profiles, and "sex knowledge for young men" – adding only a series of rugged adventure articles on the "Most Feared" Gangsters in the United States; African Safaris; American Indians; Champion Boxers; and similar red-blooded hype along with nearly-naked cover illustrations of real men in action. Meantime, *Mr. America* continued for about another year as "an ALL MAN'S Magazine dedicated entirely to the tastes of the forceful American male," before folding in 1953. *American Manhood* changed its name to *Fury* in 1954.

For the next couple years, *Fury* entertained readers with stories of wild animals (e.g. grizzlies) and wild men; high adventure on land and sea ("I Faced Death in the Lost World"); strange and exotic people and places (voodoo, pygmies, headhunters, the abominable snowman,

and “Weird Men From Mars”); as well as tabloid titillation by writers like Louis Philbin (author of “The Sinful Secrets of Teen-Age Sex Clubs”), often accompanied by cheesecake photos of models like Betty Brosmer (Joe Weider’s future second wife), and more exotic models like Lili St. Cyr, voted by *Fury* readers as “the girl they most like to hold hands with.”<sup>17</sup>

In 1956 *Junior Mr. America* made a brief appearance. This publication probably shot itself in the foot by calling itself “The Magazine for Weaklings Who Want to Build Big Muscles Fast!” and by appealing to losers: “if you’re skinny/weak/lack confidence/not popular/then this is the magazine for you!”<sup>18</sup> In 1958 Weider revived *Mr. America* as “the Magazine of Champions.” Aside from articles on muscle-building, muscle stunts, muscle men, and Muscle Beach, *Mr. America* included motivational articles on how to “Look and Act Like a Real He-Man!” and advice from big-breasted Hollywood actress, Jayne Mansfield, on “why I go for a well-built man.”<sup>19</sup>

In 1963 Joe Weider continued to abandon the Canadian focus that provided his inspiration. He redesigned *Mr. America* to emphasize modern scientific bodybuilding for non-bodybuilders. The following year, Weider brought back *Junior Mr. America* as *Young Mr. America* with a more constructive approach to its target audience. The magazine “for the young man with a future” urged readers to “become a virile man and be popular with the girls.” The magazine featured articles on how to get muscles and what to do with them, with the emphasis on looking good and feeling self-confident. But by the end of the decade, *Young Mr. America* had disappeared, and *Mr. America* was back to bodybuilding with articles on muscle building and posing for serious bodybuilders, leaving behind any pretention to the all-around athlete readership.<sup>20</sup>

*Muscle Power*, the other founding magazine of Joe Weider, started in 1945. It began as a twin brother to *Your Physique*, featuring many of the same kinds of articles as its predecessor: stories about strength, stunts, and strongmen; stories about how to build the body and how to do exercises and lifts; profiles of past, present, and future stars; reports on contests in the United States and Canada; and a sprinkling of general health articles on nutrition, energy, headaches, baldness, and sex.

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Weider hailed *Muscle Power* as “the World’s leading Weight Training Publication” and as “the most popular bodybuilding magazine our Sport has ever known.” In addition to the solid information and the general interest stories, there was a lot of pep talk to encourage bodybuilders to keep going. Earle Liederman’s inspirational editorials, urging young men to make something of themselves, were a staple.

The vast army of body-builders continues to sweep across America in echelon formation. Each year a Mr. America is marching at the head and their ranks will not be broken. Weakness, impotence, and ill-health must step aside from this invading army of tomorrow’s supermen, who constitute all ages, heights and sizes. And each has considerably more muscle power than the day he joined the legion.

These thousands upon thousands of body-builders command attention. They receive admiration and applause from those who stand at the sidelines and watch. And these very same spectators, who have not as yet touched a barbell, will continue to own their weak, flabby bodies until they awaken to the realization that health, vigor and power are passing them by.<sup>21</sup>

Eventually *Muscle Power* outlasted *Your Physique*, running until 1958 when it merged with *Muscle Builder*.

*Muscle Builder* started in 1953 and - with a number of title changes along the way - is still going strong today as *Muscle & Fitness*. By the mid-sixties *Muscle Builder* developed regular sections on weightlifting, muscle-building, power-lifting, and nutrition. There were no adventure articles, no sex articles, no fluff: this was all muscle all the time.<sup>22</sup>

### **Trainer of Champions**

These magazines showcased Joe Weider’s weight training and body building techniques. Weider took credit for “every Mr. America, Mr. Universe, Mr. Olympia and Mr. World winner since 1946.” He dated the

Weider system itself to the 1930s, when he started his own bodybuilding program. Joe dutifully read the magazines of the day and tried the various programs offered by Atlas, Calvert, Jowett, and York. Each of these systems had their limitations, in his view: “while I did not make sensational gains using these old fashioned methods, at least I made a little progress.” So he conferred with other weightlifters, in person and by correspondence. Later on, as he observed weightlifters and bodybuilders working out, he noted individual methods they used to make the various exercises work for them. Out of all this research came the Weider system of “scientific” bodybuilding that was good enough to impress devotees like Joe Gold.<sup>23</sup>

The heart of the program was progressive resistance weight training. The basic principle dates back to the ancient Greek hero, Milo, who built himself up by lifting a new born calf every day until it became a full grown bull. As modern feats of strength became popular in the late nineteenth century, several strong men like Sandow jotted down their ideas on building muscles. All seemed to agree that lifting weights was the best way to build solid muscles. But there were two catches to this idea. Sooner or later the muscles got accustomed to the weight being lifted, so it was necessary to constantly increase the weights (as Milo had done) in order to grow stronger. It also became obvious that anyone who lifted weights overhead and did nothing else became lopsided – so it was necessary to work all of the muscle groups for symmetrical muscular development.<sup>24</sup>

By 1940 everyone knew the basic principles of weightlifting and bodybuilding. But as Joe Weider often said, “anyone can sell a set of weights. The course makes the difference.” Weider’s “Triple Progressive” muscle courses offered beginner, advanced, and super-advanced courses on bodybuilding that promised “the greatest system of physical training ever known.” Joe’s own life story, and that of many champion lifters and bodybuilders, illustrated the benefits of muscle building. And, like Charles Atlas, Weider promised that “in just one week the average man can expect to gain from 1 to 3 pounds of live muscle from my system.” The benefits for health and well-being were emphasized: physical health; popularity on the beach and the dance floor; success at work;

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willpower to overcome bad habits; and success in personal relationships. Joe Weider argued: "Thousands of marriages FAIL because of ill health, lack of personal attractiveness and because of the husband's inability to satisfy and hold his mate!"<sup>25</sup>

The "Triple Progressive" course package proclaimed to impart everything the novice weightlifter or bodybuilder needed to know. Weider discussed progressive resistance exercise and explained how he had developed his system by trial and error. He described the muscle anatomy and provided explanations of equipment and terms used in the course. The system provided three different routines for the beginner. Each day's routine worked one particular group of muscles using one set of "reps" (repetitions) of each exercise. He cautioned novices to "go easy, for bodybuilding must be a gradual process."<sup>26</sup>

After a month to become familiar with the barbell and the basic exercises, the second month increased the pace slightly: two sets of reps per exercise. The third month saw an escalation in the routine with "high" and "low" sets: using a heavier weight in several reps at a steady pace, followed immediately by several more reps with a lesser weight at a faster pace. This part of the system was intended to promote coordination and flexibility.<sup>27</sup>

The young weightlifter needed a break, so Weider prescribed a week's layoff from lifting. Then the program shifted gears with the "split system." Instead of exercising three days a week, the schedule expanded to four days. Only certain exercises for certain muscle groups were involved each day, but the pace increased with the introduction of "super sets." One set of exercise reps would be followed immediately by a second set of reps on another exercise, before a pause leading to the next super set. This continued for two months or more, depending on the student's progress. The whole program was designed to provide well-rounded development, which was the necessary foundation for further work.<sup>28</sup>

For students who chose to move onward to advanced courses, Weider offered additional training on "Power and Bulk" and on "Symmetry." Both contained advice for bodybuilders preparing to enter competition. And for those with problem areas whose development lagged behind

other muscle groups, Weider provided "Specialization Bulletins" to keep students up to date on the latest techniques and secrets of the industry's stars.<sup>29</sup>

One of the things Weider pupils had trouble keeping up with was terminology. Every few years a magazine article listed all of the latest innovations: multi-sets, super-sets, power exercises, muscle priority, isolation, cheating, flushing, forced reps, peak contraction, burns, blasting, and space age bombers, to name a few. Everything Joe saw, read, or heard he tweaked until he got it just right, and then publicized it for his readers with all the hype at his disposal.<sup>30</sup>

Along with the program of progressive weight training for all major muscle groups, the Weider course included information on nutrition, physiology, health, and well-being, all with a money-back guarantee. The magazine articles supplemented the course with information on other fitness techniques - some of them time-honored. Weider offered books by various authors to supplement his own course and magazines. Classic strongman stories, how-to books on building "a mighty chest" or "powerful arms," self-defence techniques, secrets of strength, before and after stories - including an illustrated account of "muscular marvels," and even personal hygiene handbooks - all made up the "Weider Library of manly perfection."<sup>31</sup>

The final ingredient in the bodybuilding regimen was diet. Building muscle tissue required food energy, specifically proteins and carbohydrates. The more energetic the workout, the more energy and nutrition was needed. But trying to absorb that many nutrients from the average diet would require massive amounts of food that would pack on excess weight faster than exercise could take it off. Food supplements or "scientific eating" was the answer.

And I want you to enter this revolutionary second phase of bodybuilding... To train not only the modern Weider way... but to eat the modern Weider way which is the way of the champions.<sup>32</sup>

The Weider Company provided hi-protein food supplements, vitamins, "Enertol" (a wheat germ product for "energy and endurance"),

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and other products to stimulate, aid, and enhance natural diet during intensive weight training. Shampoos, beauty aids, and ointments for sore muscles completed the roster of Weider products.

### **The Federation**

On September 27, 1946 Joe and Ben decided to celebrate their success by staging their own physique competition - Mr. Montreal (won by René Léger). But instead of a celebration, they found themselves in the middle of a confrontation orchestrated by Bob Hoffman. AAUC representatives Harvey Hill and Charlie Walker entered the Monument National auditorium and proceeded backstage, where they flashed a letter from Dietrich Wortmann of the American AAU and informed the contestants that the AAUC had (reluctantly) rescinded its sanction of the event (granted several weeks earlier), and that they would be black-listed if they participated in the event. Ben was devastated; Joe was furious. They ordered policemen to remove the intruders and informed the contestants that the Weiders would promote their own contests.

Okay, as of this date we're forming our own organization. It'll be called the International Federation of Bodybuilders (IFBB). We're putting on this competition tonight, and you don't have to worry about losing your status because we're going to control bodybuilding in Canada.<sup>33</sup>

In late 1947, *Your Physique* announced "dynamic news for bodybuilders." Joe publicly unveiled the IFBB and made this comment: "Like thousands of other bodybuilders throughout the world I have been sick and tired of the petty quibbling associated with physique contests, the farce of amateurism, and the raw deal which hard working bodybuilders have received since these contests were first started." He denounced AAU control that had tried to exercise authority over bodybuilding and insisted that bodybuilders deserved their own organization. He promised that revenues from contests would be used to provide cash awards and to pay expenses for contestants. He promised more physique contests

in more cities. And he reported that Ben had just completed an extended tour abroad where he persuaded many local representatives to join the new IFBB.<sup>34</sup>

By early 1948 the IFBB started taking shape. The Weiders recruited George Jowett as figurehead for the new organization. A headquarters was established in Montreal. All operating expenses were paid by the Weider Company so that IFBB dues and revenues could be devoted entirely to support and promote bodybuilding. Members of the IFBB received discounts on Weider equipment and on contest admission. Anyone able to start a gymnasium to extend bodybuilding received assistance from the Weider Company. Anyone willing to act as an officer or regional director was invited to join. Judges were selected on the basis of their experience with bodybuilding, not with irrelevant athletic criteria. Above all, bodybuilding was to be taken seriously and treated as a legitimate sport in its own right.<sup>35</sup>

Joe Weider was too ambitious to remain cooped up in Montreal. He already employed American writers and photographers, but it was the whole body building scene south of border that attracted him. It was where the stars were and Joe's business trips to New York became more frequent, particularly as more opportunities arose.

Weider moved onto the American scene in stages. First, he wanted American distribution for his magazines. Although wartime restrictions affected Hoffman's *Strength & Health* sales in Canada, they did not affect the home market in Canada. But for Joe Weider, *Strength & Health* had little to say to bodybuilders given its obsession with Olympic-style weightlifting. Joe believed there was an American market for a bodybuilding magazine like *Your Physique*. He signed on with American News, the same distributor that carried *Strength & Health*.

Second, wartime restrictions did limit the production of barbells by Americans, including York (despite Hoffman's various stratagems to circumvent these restrictions). But there were no restrictions on the import of barbells, and this loophole gave Weider an entrée into the lucrative American market. He quickly established a partnership with Dan Lurie, AAU Most Muscular Man for 1942, to sell Weider equipment in the U.S. Lurie was fed up with the backroom manoeuvres that rigged

many contest results, and was willing to work with someone other than the AAU. Lurie also wrote for Weider, until the inevitable breakup of their partnership in 1948. Meanwhile Weider found another partner, his wife Diana Ross (not *that* Diana Ross) whom he married in 1947. Weider set up shop in Jersey City, just across the Hudson River from Manhattan. His business made him a millionaire by age thirty.<sup>36</sup>

Third, Joe and Ben moved their new IFBB onto the American scene. In January 1948, the IFBB held the Mr. New York State show at the Brooklyn Academy of Music, hosted by Weider's partner at the time, Lurie. In March 1948, the IFBB held the Mr. Cincinnati contest "to find the strongest and best built men in Greater Cincinnati." Jim Baker hosted the event, and elimination trials took place at Baker's Studio of Body Culture. The show combined weightlifting in three classes with a physique contest.<sup>37</sup>

On a regional scale, the IFBB hosted the Mr. Eastern North America Show in New York's Central Opera House on May 28, 1948. Besides the Weider brothers, other prominent personalities attending included George Jowett, Frederick Tilney, Sig Klein, and at least two former Mr. Americas: Frank Leight Stepanek and Kimon Voyages. Although thirty top physique men from the U.S. and Canada participated, Leo Gaudreau reported that "it was evident from the time he stepped on the posing platform until his last pose that Abe Goldberg was easily the possessor of an amazing physique among amazing physiques." Although Goldberg won the main title, the twelve Canadian contestants piled up more team points than the eighteen American contestants. When they all got together for the final group pose, it represented "probably the biggest group of outstanding and big-name muscular marvels ever seen on one stage."<sup>38</sup>

After the Eastern contest, the Weiders changed the rules again. Now major competitions included junior contests along with the senior events to encourage young bodybuilders by offering awards and trophies at an earlier stage in their careers, in hopes to keep them involved in bodybuilding.<sup>39</sup>

On November 8, 1948, the IFBB brazenly held its first Mr. America contest in the heart of enemy territory – New York City, home of Di-

etrich Wortmann's Metropolitan Athletic Club. Brushing aside nearly a decade of AAU Mr. Americas from "Mrs." John Grimek to Steve Reeves, the Weiders modestly claimed that "the crowning glory in this country is, of course, the coveted IFBB Mr America title." Many top stars were invited, including Grimek, Reeves, and Abe Goldberg, but they failed to show up – maybe because the Weiders tried to discredit their accomplishments. However, the contest did feature several top bodybuilders, including two former AAU Mr. Americas – Alan Stephan, who won the IFBB title, and Clancy Ross, who posed but did not compete.<sup>40</sup>

Canadians, as usual, held their own at this IFBB show. Joffre L'Heureux placed second, while Léo Robert, a rising star, took the Most Muscular title. Ed Thériault took the Mr. America title in the short class. Earle Liederman wrapped up his coverage of the event by urging everyone to keep the faith.

So, encouraged by what others have done, let us determine to stick to our training and body-building program, to overcome every obstacle and difficulty, and press on - on, under the glorious banner of the I.F.B.B. to VICTORY, where health, strength and happiness are achieved, and the greater joys of life assured.<sup>41</sup>

On April 29, 1949, the IFBB staged what they billed as "the Greatest Body Building Show in all History," the Mr. North America contest. Top American and Canadian stars competed for the \$1,000 prize and trophies in all categories. Californian Clancy Ross won the title and the grand prize. Unlike previous IFBB events, this show included weightlifting contests. Ed Thériault took the title in the short class despite critical remarks about his lackadaisical training habits. In the end, *Your Physique* reported the event in glowing terms, as one would expect: "the most stupendous physique contest and strength show ever presented."<sup>42</sup>

### **Bodybuilding in Canada**

Back home, Ben Weider took over Canadian operations after Joe moved south. Like Joe, young Ben sought physical fitness as a way

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of coping with childhood bullies. His rise to the top was not as smooth as Joe's: when he took up boxing at the University Settlement Gym his first sparring partner, the future Canadian welterweight champion Johnny Greco, knocked him flat. After the Second World War, Ben toyed with a career in the Royal Canadian Mounted Police until Joe offered him a partnership to run the Canadian side of the business. Ben sold barbells, equipment, and magazines from the family's home address until 1960. He organized bodybuilding competitions throughout eastern Canada and, in just a few years, around the globe through his IFBB.<sup>43</sup>

In October 1946 Ben launched his own bodybuilding magazine for Quebec, *Santé et Force*. Many of the Canadian contributors to *Your Physique* and *Muscle Power* were francophones, so it was easy for them to write for the new French language magazine as well. In addition, Ben arranged to reprint news from other countries, particularly France and Belgium, and this made it possible and practical to distribute *Santé et Force* throughout Europe. *Santé et Force* provided more complete coverage of Canadian bodybuilding than any other magazine, including the Weider English publications. *Santé et Force* remained in print through 1990.<sup>44</sup>

The Weiders faced a Quebec competitor, Adrien Gagnon, a rival fitness promoter and publisher of *Santé et Développement Physique*, which appeared at the same time as Weider's *Santé et Force*. Gagnon presented an alternative vision of bodybuilding, as did the AAUC. Both of these competitors became joined together in the eyes of the Weider brothers through their nemesis, Bob Hoffman.

Gagnon was born in 1926 in the St. Lawrence town of Rivière du Loup, northwest of Quebec City. After he completed school, Gagnon went to Rimouski, another south shore community, as a mechanic for war jobs. While in Rimouski, Gagnon discovered physique magazines, including Hoffman's American magazine, *Strength & Health*, and *La Culture Physique*, an Edmond Desbonnet publication out of France. Although Gagnon preferred the teachings of Hoffman and Desbonnet, Charles Atlas' success inspired him to develop his own mail order course in French for Quebecers.<sup>45</sup>

By 1944, Gagnon had learned enough about physical training to implement his plan and develop a course of instruction in French. Although he preferred weight training, the course aimed for overall health and development which could be applied to work and to sports. In "eight easy lessons" which arrived in the mail over three months, pupils studied motivation, respiration, nutrition (for gaining or losing weight), constipation, sexual continence (and incontinence), hygiene, fresh air, and sunlight. Interspersed with the practical wisdom were lessons on building up the shoulders, chest, arms, legs, back, abdomen, and everything in between.<sup>46</sup>

Gagnon sold his course by mail order, with ads in popular Quebec newspapers and magazines. Once his magazine appeared, it became a full-scale ad for the program, attracting thousands more clients who pronounced themselves "well satisfied with your marvelous course which has made me a new man." He also sold barbells and other fitness equipment.<sup>47</sup>

In spring of 1946 Gagnon introduced his new magazine, *Santé et Développement Physique*, as "the only one of its kind in Canada" - a French magazine to help French Canadians acquire health, strength, and an attractive physique. Gagnon's magazine presented articles written by him and by other Quebec fitness leaders (including several who later joined with the Weiders) to offer articles on weightlifting, body building, and general health. *Santé et Développement Physique* printed numerous articles on health and fitness, some taken from Hoffman and Desbonnet's along with reports on weightlifting and bodybuilding contests in Quebec and elsewhere, and photos of stars and contests.<sup>48</sup>

Many of the pupils who followed Gagnon's course sought further instruction to develop themselves more intensively. In response, Gagnon bought a large house in Montreal in 1948. Gagnon announced the new building as "the central point of physical culture and thinking in Canada." The building had 15 rooms which Gagnon allocated for gyms, weight and exercise rooms, examination, massage, offices, a library, lockers, washrooms, sauna, and sun room. He continued to operate his "Institute Culturiste" until 1951, and revived it five years later in response to requests from readers.<sup>49</sup>

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From time to time, Gagnon and various pupils put on physical culture demonstrations in various schools, stores, businesses, and recreation centres, not to mention the beaches of Montreal during the summer months. Outside Montreal, the "Francs-Amis" toured throughout Quebec and Eastern Ontario.<sup>50</sup> In 1950 Gagnon set up his own organization to unite francophone bodybuilders: the French Canadian Federation of Culturists (FCFC), in opposition to Weider's IFBB. He brought French bodybuilders together while acting to publicize and promote bodybuilding throughout Quebec. Like the IFBB, the FCFC offered prizes without regard to amateur or professional status.

Gagnon's showcase event was the annual bodybuilding extravaganza at the Monument National Theatre in Montreal. He pointedly ignored "Mr" titles, and offered instead titles like "most perfectly developed man in Canada." Gagnon played on his association with Hoffman and York to attract John Grimek as the star of his shows. René Léger won the main title – "most perfectly developed bodybuilder in North America."<sup>51</sup> Gagnon repeated the elite contest in subsequent years. As well, Gagnon conducted local physique competitions across Quebec and eastern Ontario, including Lévis, Joliette, Ottawa, Sherbrooke, and Valleyfield. Grimek even appeared at some of these out-of-the-way locations to lend support.<sup>52</sup>

Gagnon changed his magazine format and title: *Santé et Développement Physique* became *Santé et Culture Physique* and, over time, his interests shifted from bodybuilding to natural health products. Gagnon became proprietor of a very successful naturopathic company, Santé Naturelle, with worldwide distribution of its products, its own magazine, and a radio program, "Objectif Santé."<sup>53</sup> He died in 2011 at 87.

By 1960 the Canadian division of the Weiderempire had outgrown the confines of a small townhouse in central Montreal. Ben spent a quarter million dollars to build a new, 9000 square foot building to house the Weider Sports Equipment Company and the IFBB. On the ground floor were the printing presses for Weider's French-language magazines: *Santé et Force*, *Beauté et Santé*, *Lutte*, and *Matte* - and the distributing centre for Weider sports equipment and nutrition products. The company had a fleet of delivery trucks, and railroad tracks lay

right behind the building, which is located in a central industrial area of Montreal near major expressways. On the second floor were the editorial offices for the magazines, circulation offices for the equipment, and secretarial offices for the IFBB. The new complex opened in June 1960, and remains home today to the IFBB, the Canadian offices of Weider Sports Nutrition, and the International Napoleon Society.<sup>54</sup>

Later in June 1960, Leo Robert, IFBB Mr. Universe for 1955, and Roger Girard of the Palestre National organized a special reception aboard the *Island King* for a dinner cruise on the St. Lawrence to mark the opening of the new complex. There they presented Ben with a trophy (donated by Molson Brewery) in recognition of fifteen years of service on behalf of bodybuilding. Hockey star Jean Beliveau of the Montreal Canadiens led a delegation of 1000 devotees in honouring Ben.<sup>55</sup> Two years later, Ben received the first of his honorary doctorates when Mid-Western University of Texas awarded him the “Doctor of Natural Medicine, Nutrition, and Physical Education” degree.<sup>56</sup>

### **Quebec**

For many bodybuilders, personal success led to participation in physique competitions. As the “cradle of strong men” and as home to Canada’s bodybuilding promoters (Gagnon and the Weiders), Quebec assumed a disproportionate but well-deserved lead in Canadian bodybuilding. The AAUC conducted weightlifting and physique contests in the 1930s, and revived them after the war. Quebec dominated Canadian bodybuilding into the 1960s. Only after the demise of the AAUC would the IFBB gain national control of Canadian and American bodybuilding competition.

In the months and years after the first Mr. Montreal contest in 1946, Ben Weider undertook the organization of physique contests throughout Quebec. Wherever possible, Ben worked with local gyms, but when there was no established fitness centre, he hosted the shows personally. Along with colleagues from Montreal (Ed Thériault, Tony Lanza, Joffre L’Heureux, and Leo Robert), Ben Weider crisscrossed Quebec to promote bodybuilding in the belle province.<sup>57</sup>

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The first contest outside Montreal took place in Trois-Rivières on October 16, 1946. A month after the first Trois-Rivières contest, Ben Weider organized the Mr. Quebec contest in the provincial capital of Quebec City on November 27, 1946. Some 2,500 people watched the usual array of muscular fitness and the acrobatic skills of Tania Warchuk, Ed Thériault, René Léger, Paul Hébert, and the Dionne brothers. Edouard Tremblay won the main title with Napoleon Gauvin capturing the crown the following year in the same venue.<sup>58</sup>

In the Eastern Townships, contests took place in Drummondville, home to classic strongman and police chief Joseph Moquin. Moquin won the “Strongest Man in the World” title in 1936, and ran a local gym where he trained champion weightlifter Rosaire Smith, among others.<sup>59</sup> In February 1949 Bob Ethier hosted the first Mr. Sorel contest with Alan Stephan, IFBB Mr. America, and Alan Paivio, IFBB Mr. Canada, in attendance.<sup>60</sup>

In just three short years Ben Weider had organized half a dozen shows on the local, regional, and national level. Each contest rewarded local bodybuilders, some of whom started their own gym, trained local enthusiasts, and hosted their own contests in later years. Bodybuilding and the IFBB were off and running.

The Mr. Montreal, along with Mr. Province of Quebec, shows remained the flagships of IFBB competition in the province for many years. At the start, Ben Weider drew on pupils from only a handful of Montreal gyms run by associates like Gerry Lemay and Roland Claude, and on other bodybuilders who trained at fitness centers like Camp Maupas and the Camp de Santé. But as each contest produced new winners and the winners sought their own careers in physical culture, the number of gyms in Montreal proliferated to the point where trainees chose from more than fifty gyms in the metropolitan area alone.

The French connection led the IFBB in 1960 into neighbouring bilingual province of New Brunswick, and this in turn led to the idea of a Mr. Eastern Canada competition (although in fact the contest remained largely a Quebec prerogative through the 1960s). Only in 1974, when J.G. Rioux of Edmundston hosted the show in New Brunswick, did the Mr. Eastern Canada contest really live up to its name.

### **Coast-to-Coast**

Outside Quebec, the IFBB was much less active during its first quarter century, partly because of the established presence of the AAUC, and partly because of Ben Weider's ties to Montreal and his growing international activity on behalf of the IFBB. In Montreal and in New York, the Weiders had their own bases of operation and challenged the AAU and the AAUC for the allegiance of bodybuilders, but elsewhere the AAU/AAUC were more established. It required a shift in power at the international level for the IFBB to expand across North America.

In 1963 John Nickerson, owner of the Paramount Health Studio in Moncton, hosted the first Mr. New Brunswick contest. Unfortunately, despite the presence of Maritime Weider fans, organized bodybuilding did not take hold until a decade later, when Jean Guy Rioux hosted the next IFBB Mr. New Brunswick contest eleven years later in 1974.<sup>61</sup>

In Manitoba, weightlifting and bodybuilding centred on Winnipeg's YMCA, where men like Walter Kruk (who allegedly had "the most terrific set of forearms in Canada") trained. The Winnipeg men did well in AAUC competition. Later generations included Syd Pukalo and Reid Schindle who helped form the Manitoba Amateur Bodybuilding Association in the 1970s and early 1980s.<sup>62</sup>

British Columbia has produced many top weightlifters and bodybuilders over the years, from champion wrestler Maurice Jones (known as the "Canadian Hercules"), to world class weightlifter Doug Hepburn, to more recent Mr. Canada winners John Mikl and Walter Milner, ("the best bodybuilder to come from Vancouver," in the opinion of Ray Beck). Beck became local agent for both York and Weider products, and ran the Western Gym for many years. Whenever international stars like Steve Reeves, Roy Hilligenn, Eric Pedersen, Reg Parks, Arnold Schwarzenegger, and Frank Zane visited Vancouver, they stopped at Beck's gym to train, to chat, or to be measured for the record.<sup>63</sup>

In British Columbia, all physique competitions remained controlled by the AAUC until 1970, when the organization folded (more on that in the following chapter). Among the early Mr. B.C. stars were Mike Poppell, who became the inspiration for Hepburn, Beck, and any number

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of young men who frequented Kitsilano's Muscle Beach North during the 1940s. Local talent proved itself in national competition as well: when the local AAUC hosted the Canadian Junior Weightlifting Championship the physique contest judges agreed with the *Vancouver Sun* that Jimmy Walters' body was the "Best-Looking in Canada." When the AAUC folded in 1970 and the IFBB sought to extend its organization to the west coast, it found a host of experienced bodybuilders willing to help. Beck contacted Ben Weider and offered to organize the Mr. Canada contest in Vancouver. Ben agreed, and the event put the west coast on the map for eastern bodybuilders (even though few of them could afford the trip).<sup>64</sup>

Ontario produced more than its share of AAUC physique stars from all corners of the province. Windsor, London, Brantford, Hamilton, Kitchener, Toronto, Barrie, Sudbury, and Ottawa all produced contenders for local, regional, and provincial competition. In Southwest Ontario, the leading mecca of muscles was Jim's Gym in Brantford, run by Jim Papai for nearly half a century and home to champions like Steve Papp and athletes like young Wayne Gretzky. Julia Papai operated a fitness center for women that trained devotees like Diane Smith (Tonto's niece) and Lynne Pirie, author of the recent fitness book *Getting Built*. Jim got involved in weightlifting for athletic training and made it his specialty after the war, when he trained with Tania Warchuk on Toronto Island's Muscle Beach. Papai was actively involved with the AAUC and hosted many Mr. Brantford, Mr. Southwest Ontario, and Mr. Ontario contests over the years, aided by Jim Dick, local agent for York Barbells and regional AAUC officer.<sup>65</sup>

### **Mr. Canada**

The showcase of IFBB Canadian competition is the annual Mr. Canada contest, held consistently since the 1940s. The very first all-Canada competition staged by Ben Weider for the fledgling IFBB was the "Canada's Most Perfect Physique" contest in October 1947. After the successful Mr. Montreal show in late September 1946 and a subsequent year organizing local shows across Quebec, Ben felt confident

that a large-scale event would prove equally successful and would inspire the IFBB as it prepared to enter the American scene in 1948.<sup>66</sup>

On October 10, 1947, a sell-out crowd awaited the thirty-two contestants. Various entertainment acts by acrobats (the Atlas trio), muscle control artists (Ed Jubinville), strength performers (George Roger and Paul Hébert), and poseurs (notably Arman Ozon, a dancer with the Folies Bergères) warmed up the audience. The contestants went through their paces, and while the judges deliberated, the audience greeted the recent Mr. America champion Steve Reeves with what was described as “frantic applause.” Reeves then presented trophies to the winners.

The next year, the first IFBB Mr. Canada contest took place. In a pointed rebuff to the Hoffman-controlled AAUC, ads promised that “this contest will be organized by Canadians for Canadians without American help and will be directed by the IFBB.” On Saturday September 4, more than fifty contestants (40 juniors and 15 seniors) lined the stage. The entertainment part of the show featured acrobats, dancers, muscle posers and performers, and the IFBB’s star hand-balancing act. After short inspirational speeches by George Jowett and Frederick Tilney, the judges rendered their verdict: Alan Paivio won the first official IFBB Mr. Canada.<sup>67</sup>

George Jowett became a featured guest at many of the Weider shows in Montreal. The brothers revered Jowett, and Pop (as the younger generation called him) linked the new generation of bodybuilders with the older generation of strongmen. In September, just before the show, many of the contestants trekked to Jowett’s country estate on the St. Lawrence to pose with Pop for the media. This belated celebrity status was welcomed by Jowett, who otherwise spent much of his time recounting the demise of other former stars of his generation and bemoaning the might-have-beens of life. Jowett called the 1948 contest a “knockout” success. “They had a jammed house, and the show was well conducted by Ben Weider. They gave lovely trophies, and lots of them. The Canadian shows beat the US for attendance.”<sup>69</sup>

In 1949, the Mr. Canada and Most Perfect Athlete contests were combined in one show on September 10. One contestant took both

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major titles: Georges Boulanger received trophies for Mr. Canada and for most muscular man.<sup>lxix</sup>

The Mr. Canada 1952 contest was held on October 26, 1951. Forty-five contestants competed. Guest stars included Marvin Eder from New York and Juan Ferraro, the "Best Developed Athlete" from France. Yvon Robert won a prize for "Most Popular Wrestler in the World." Handsome Robert Roy won over Roger Vallée (a defector from Gagnon), and Billy Hill. Most muscular awards went to Guy Boulanger, Raymond Boucher, and Eugène Archambault. In the junior division Lucien Martel won over Joe Pocza (temporarily) and Jean Brunelle, while Normand Gagné took the most muscular award over Michel Lipari and Normand Dorion. Everyone seemed satisfied; Ferraro signed off at the end of the show with a typical gallic salute: "Vive le Canada! Vive la culture physique!"<sup>70</sup>

The Mr. Canada 1953 contest was held on November 2, 1952. Guests included Ed Jubinville, Dianna Allaire, and pro wrestler Tarzan Zorra, who "received a tremendous ovation from the enthusiasts." Constable Gérard Gougeon took the main title to enthusiastic applause. "An estimated record crowd of 1,500 cheered Gérard to the rafters as he was spotlighted as the man with the most muscles in the right places."<sup>71</sup>

By the 1960s the Mr. Canada competition was solidly established. This decade brought change. The venue moved beyond Montreal, as local and regional organizers assumed responsibility for the show, and as Canadians from all provinces started winning the title. The first show outside Montreal was the 1960 competition held in Quebec City and hosted by Roland St. Pierre in the Palais Montcalm. In 1961 the site changed again, Chicoutimi, but remained within the province. The geographic horizon stretched even further, with two contestants from Winnipeg competing in Chicoutimi. Nonetheless the night belonged to Quebec as Gaétan D'Amours won the Mr. Canada title.<sup>72</sup>

The national character of the Mr. Canada competition became more credible in 1962 when John Hazel of Toronto won the top spot at the contest, held in Shawinigan (again in Quebec).<sup>73</sup> On September 13, 1964, the Mr. Canada show moved back to Montreal at the Paul

Sauvé Sports Centre.<sup>74</sup>

At long last, the contest began to show legitimate national character as the site was moved to Western Canada. Only thirty contestants appeared in Vancouver because few Easterners could afford the airfare. The show featured a weightlifting contest and an arm wrestling championship in addition to the physique contest. Chuck Sipes from California was guest star, and “stole the show with his posing to *Exodus*.” The move to Vancouver signified more than just a geographical shift; it also marked the dawn of a new era. Once the AAUC decided to disband, the IFBB moved took control of bodybuilding in Canada. Working from the solid foundation established by Ben Weider in Quebec, and drawing on a nationwide network of associates, the IFBB quickly recruited local IFBB officials in virtually every province, all of whom set out to match Ben’s record of accomplishment. Unfortunately, it took another decade of struggle before the IFBB gained a similar position in the United States. In time, the Weiders accomplishments demonstrated that the IFBB was undisputedly the premiere sports organization for bodybuilding in North America, and indeed in the entire world.

### **The International Stage**

By the mid-1950s the Weiderbrand was well-established as the recognized leader of bodybuilding. The company published a dozen or more magazines in the United States and Canada, and many more worldwide. Weider equipment sold internationally. In March 1957 the Weider’s IFBB inaugurated a Mr. Americas contest for all bodybuilders in North, Central, and South America. To underscore the international character of the competition, the contest took place in Mexico City. Competitors from seven countries gathered at the Sports Palace. Besides the host country, whose Eddie Silvestre won the event, ten other nations sent contestants: Canada, Cuba, El Salvador, Guatemala, Costa Rica, Ecuador, Bolivia, Chile, Argentina, and Brazil.<sup>75</sup>

Then, suddenly, the North American industry was rocked. In 1957, American News, a key distributor, went bankrupt, leaving Weider, Hoffman, and many other publishers stranded until they found new carriers for their magazines. For Joe, it was an extra difficult time as his

marriage fell apart. Determined for a quick recovery, he found a new distributor, cut back some titles, and launched new ventures. He remarried in 1961, this time with Betty Brosmer, a model and writer who played an active role in Weider magazines and at IFBB contests.<sup>76</sup>

The IFBB expanded the scope of competition by hosting the first of many Mr. Universe competitions. This new contest, billed as “the Olympics of the Muscle World,” was the IFBB’s world class event.<sup>77</sup> The first IFBB Mr. Universe took place in Montreal on January 25, 1959. The IFBB paid expenses in Montreal for all out of town contestants. (Stan Carbungo made it all the way from the Philippines and won a special medal for his effort). More than 100 contestants from eight countries competed in a four-hour event. Eddie Silvestre, recent winner of the Mr. Americas contest, took first place in the Mr. Universe competition. As the *Montreal Star* reported, “champion Sylvestre [sic] didn’t have the most muscles, but what he did have seemed to be in the right places and that’s what caught the eyes of the judges.”<sup>78</sup>

The inaugural Mr. Universe was so successful that the IFBB staged second instalment in Montreal before another sell-out crowd of 1,500 in October 1960. Chuck Sipes of California “showed both poise and good looks,” and took first place.<sup>79</sup> After a hiatus in 1961, the Mr. Universe competition resumed in the Grand Opera House of the Brooklyn Academy of Music on September 15, 1962. Two thousand spectators applauded the selection of popular George Eiferman as Mr. Universe.<sup>80</sup> In September 1963 the show returned to Brooklyn. Top contenders like Larry Scott, Harold Poole, and Reg Lewis persuaded a surprising number of AAU members to attend, compete, and cheer their confreres, thus demonstrating that the event had appeal across factional lines. Even some of the judges were former AAU men – Leroy Colbert, Abe Goldberg, and Kimon Voyages. Ever popular Eiferman, the previous winner, emceed the first part of the show.

As the show started, Eiferman introduced Dominick Juliano, a contestant now performing a stage act involving strength, balancing, and acrobatics. Chuck Sipes, also a previous Mr. Universe winner, did a variety of strength stunts, and then the competition began. The Mr. Universe contestants appeared, and it quickly became obvious that

the choice was between Larry Scott and Harold Poole with the latter emerging as the winner and followed his success by winning again in 1964.<sup>81</sup>

In spring of 1965, Joe Weider announced a new contest, more specifically, a new level of competition to select the best-of-the-best. Weider saw that many top bodybuilders who won the big titles (Mr. America, Mr. Universe) drifted away from the sport because there were no more challenges to face and no more titles to win. Some of them stayed connected with the business side of the sport by running gyms to train future contenders, but these men were the exceptions. Most faded away. Weider believed that this was bad for the sport. He proposed a new contest open only to champions so they could test themselves against their peers (former and current champions) to see who really was the top muscle champ. The contest provided incentive for the stars to stay in shape in order to prove to themselves, their rivals, and their fans who was number one. Ultimate honour and (eventually) generous prize money was their reward. A contest among the gods would clearly be an event of Olympic scale, and Weider toyed with the title Mr.Olympic, But, as everyone knows, the contest became the Mr. Olympia.<sup>82</sup> The announcement “set the collective bodybuilding imagination ablaze.” Larry Scott, who won the first Mr. Olympia, shared Weider’s concerns about the need for a top level competition. He recounted how he met with former winners at various events and was appalled at their condition; “it looked as if they had not touched a weight since the night of their victories.”<sup>83</sup>

On September 18, 1965, the IFBB sponsored a bodybuilding extravaganza in New York featuring the Miss Americana, Mr. America, and Mr. Universe contests, followed by the inaugural Mr. Olympia competition, which would be open to the evening’s winners as well as the past champs. Although many stars sat the inaugural event out, the hyped and biased coverage proclaimed that the contest attracted “the largest crowd for a bodybuilding contest in this country in the past 10-15 years” as well as “one of the greatest collections of physiques ever.” Some 2,500 fans jammed into the Academy while others swarmed the streets outside. *Iron Man* noted the “usual large contingent of ex-AAU

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bodybuilders” had crossed over to the IFBB. Earl Maynard and Harold Poole got rousing receptions which paled in comparison once Larry Scott stepped on stage and received what was reported as “the greatest ovation given anyone, anywhere.” Scott, former winner of Mr. America and Mr. Universe titles, easily won the Mr. Olympia title, and held it the following year before retiring. *Iron Man* recorded the inaugural Olympia as “the greatest IFBB show ever.”<sup>84</sup>

In the aftermath of the first Olympia contest, Joe Weider remained ambivalent, apprehensive, and uneasy. Despite a quarter century of effort, bodybuilding seemed to be languishing. Magazines sales failed to impress, contests were lost spectators, and bodybuilding had yet to cross over into mainstream American sports life. He lamented, “We stand at the cross-roads. Unless bodybuilders are prepared to support bodybuilding magazines in the same way that fishing, surfing, shooting, and motor-racing enthusiasts support their own journals, the future of our sport appears very bleak indeed.”<sup>85</sup>

Fortunately, help was on the way. As long-time friend and collaborator Tony Lanza said, “Joe is the kind of guy who seems to know what the future is.” Under the surface, new forces, new trends were taking shape that would propel bodybuilding to spectacular success in the future. What Weider needed was a poster boy, someone to capture the spirit of bodybuilding for a new generation the way that Steve Reeves had for the previous generation. Although Joe could not know it yet, that poster boy was on the horizon. His name was Arnold Schwarzenegger.<sup>86</sup>

## ***Chapter Four Confrontation***

The more the Weiders encroached on established territory, the more enemies they made. Since there was limited activity during the Second World War, full-scale competition only arose later, with the Weiders at the centre of the conflict. It quickly became apparent that behind each of these rivals and enemies lay the implacable persona of Bob Hoffman. As the upstart Davids and the established Goliath fought their battles, bodybuilders and weightlifters were conflicted. Due to the strife:

A lot of idealistic young bodybuilders... had their bodybuilding dreams crushed, smashed, destroyed by the warfare going on between the Hoffman and Weider factions. We were young and unsuspecting. We only knew that we wanted to train hard and try to become like our heroes – Grimek, Reeves, Delinger, Ross. Little did we know what was going on behind the scenes that would alter our aspirations forever.<sup>1</sup>

With the Weiders entry into the business, a clash resulted immediately. In 1946, the brothers staged their first physique contest (Mr. Montreal) and found themselves facing an order to cancel the show from the AAUC, who acted on behalf of Hoffman, Wortmann, and the American AAU. The brothers defied that order, staged the contest, and created the IFBB. The ensuing battle extended for decades. At the

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same time, the Weiders faced a Canadian rival with his own connections to the AAU of Canada and to Bob Hoffman. This battle, too, lasted for several years.

### **The Canadian Competition**

Adrien Gagnon, whose French bodybuilding magazines were discussed last chapter, arrived on the francophone scene a few years before the Weiders. Everything Gagnon did seemed to challenge the Weiders. He, too, used barbells more for bodybuilding than for weightlifting. Gagnon developed his own course as a synthesis of “all the good systems;” he launched his own magazine, *Santé et Développement Physique*; operated his own gym where he personally instructed the pupils; organized bodybuilding demonstrations and competitions across Quebec; and formed his own bodybuilding association, the French FCFC which opposed the Weider’s IFBB.<sup>2</sup> Naturally, with so many competing interests, a rivalry ensued.

In 1946 Ben Weider phoned Gagnon and invited him to join with the Weider brothers. Gagnon, as the first to offer bodybuilding in French for French Canadians, valued his independence and saw value in being first-to-market saw no reason why the world could not support both the Weiders for the anglo market and his products for the franco market. But with Hoffman in the mix, peaceful coexistence proved impossible. Mutual comparison led to mutual recrimination and eventually to mutual lawsuits.<sup>3</sup>

Gagnon’s claim to have “the best developed physique in Canada” stirred up early debate. Since Gagnon had neither entered nor won a contest for this (or any other) title, Ben Weider openly questioned Gagnon’s proclamation. Gagnon, for his part, printed a number of testimonials from prominent names in bodybuilding that endorsed his products, including Bernarr MacFadden who published Gagnon’s picture in the February 1946 issue of *Physical Culture*. In addition, René Léger and Alan Stephan, both Weider stars at various times, came to endorse Gagnon. Stephan wrote to Gagnon offering to exchange photos and added, “truly, you have ‘le plus beau physique au Canada,’ judging from the picture.”<sup>4</sup>

Since each side claimed to have the best bodybuilding system, they fought with each other over pupils. The *cause célèbre* involved Willie Paquette, an overweight man who eventually lost some mass after trying both methods. Paquette signed up with Gagnon in December 1946, and immediately flooded Gagnon with letters of appreciation (“your course is the best”), and requests for publicity. When he failed to get his just desserts, he switched to the Weider system which, he claimed, worked wonders: “imagine my surprise and joy when I made more progress in three weeks than I made in three months with Gagnon.” He promptly entered Weider’s Best Developed Athlete contest in 1947 and placed in the top ten. In fact, Paquette entered several Weider contests with the same also-ran results. As Gagnon concluded, “the person who is the most ridiculous in this story is not the merchant, the dealer, the exploiter – who is a disgraced person, a man who does everything for money – but the victim, whose naivete led him to commit an act of folly.” Paquette continued to commit folly for several more years.<sup>5</sup>

When all other criticism failed to dent the Weider presence in Quebec bodybuilding, Gagnon resorted to personal attacks. From the beginning Gagnon identified himself as the first and only bodybuilding leader working in French for French Canadians. He devised French translations for bodybuilding and weightlifting terms so that “culturists” who wanted to talk shop or compare notes would not be forced to use anglo terms. But this was more than a linguistic matter for Gagnon. He claimed to have dedicated himself to “the physical and moral regeneration of the franco-canadian race.” He resented the slanders of “Israelite and American competitors” who opposed his work for “the integral development of the men of his race,” and suggested that “the men of a certain alien race” should organize bodybuilding for their own people, not for Canadiens. “It is time for the F.C.F. to chase the profiteers from the temple.”<sup>6</sup>

Since Joe was set up shop in New Jersey, Gagnon specifically targeted Ben as publisher of *Santé et Force*. Gagnon claimed that he, not the Weiders, was “the only editor of bodybuilding magazines in Canada able to show on himself the benefits of the science he teaches.” He challenged Weider to meet him in open competition for a test of

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weightlifting, acrobatics, muscle control, and physique posing. Weider responded by challenging Gagnon to face top Weider stars (some of them previously associated with Gagnon) in open competition. Gagnon accepted this as a testimony to his ability: "he is aware of the athletic merit of Professor Gagnon, since he needs four men to stand up to him."<sup>7</sup>

When Gagnon announced his own bodybuilding gala, he did so in terms which openly slammed IFBB contests. Gagnon's show would be a contest in which "the winners will not be chosen in advance; they won't have to belong to select clubs any more to win; they won't have to work without pay in the office of the publisher; they won't have to pay out money any more to win; they won't have to buy their trophies." Gagnon continued to take swipes at the Weiders when he promised that in his contest "the prizes announced will be given out;" winners "won't get cheques that bounce;" "if a trip is promised, it will be awarded;" and "the judges will be impartial. They won't be just the colleagues of the publisher, nor always the same, nor only two or three."<sup>8</sup>

Gagnon not only questioned the Weider brothers' right to preach bodybuilding; he also attacked them for material in their bodybuilding magazines, particularly sex.

Some authors would like to claim to be scientific when in reality they are nothing but idiots, specializing in debauchery, in vice of all kinds. We know that some of them are not married. I have read in one of these works that masturbation, practiced in case of necessity by an adult, is an acceptable and harmless practice. Masturbation appears in their writings as a safety valve. Is man to be regulated like a furnace? Is he subject to explosions? Do any of you know a man who has exploded for not masturbating?<sup>9</sup>

In 1949, Ben Weider responded to the "vile accusations of infantile minds whose jealous rage is nothing but a shabby alibi for their personality which seems abnormal." Ben told his readers that he offered cooperation with Gagnon in 1946, which Gagnon refused "insolently."

Ben threatened to publish photographs of Gagnon that would prove otherwise his rival's claims of being superbly developed were false. He concluded that Gagnon's "arrogance" had made him "mentally deranged," and threatened to take legal action. In 1951 Weider launched legal action against Gagnon, claiming damages of \$15,000 (Hoffman's *Strength and Health* quoted Joe as claiming \$20,000). In 1953 Gagnon settled out of court for substantially less than that Weider's asking price. Ben hoped the worst was over, but that was not to be.<sup>10</sup>

### **Muscleman Dan**

When Joe moved into the American market he formed a partnership with Dan Lurie to distribute Weider magazines and sell Weider barbells, taking advantage of American government loopholes to sell Canadian barbells through an office in New York run by Dan Lurie.

Lurie also wrote for Weider's magazines *Your Physique* and *Muscle Power*, which were published in Montreal but had American editorial offices in New Jersey and California. The magazines became the focal point of the confrontation between Weider and Hoffman because they were the publicity forums and respective soap boxes for the two rivals. In 1945 Weider's U.S. partner Dan Lurie, winner of the "most muscular man in America" title at the 1942 AAU national championships, challenged Hoffman-backed John Grimek, two-time winner of the Mr. America contest, to a "battle of muscles." The York champion dismissed this challenge from Lurie, a man who had also been rejected for military service during the Second World War.<sup>11</sup>

Despite ridicule from Grimek, Lurie was a worthy contender in his own right. Born on April Fool's Day, 1923, Lurie inherited a weak heart but aspired to become a champion in something more active than checkers. He signed up for gymnastics at school, and won a national title by 1940. Once he realized that exercise would not kill him, and inspired by Grimek's consecutive Mr. America titles (1940-1941), he began weight training at the Adonis Athletic Club in Brooklyn.

Lurie placed second in some major competitions in the early 1940s, but sometimes captured the Most Muscular Man crown, which was rewarding but not the most coveted title at these events. Dan signed with

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Joe Weider. The two headstrong individuals could not work together in harmony for long. They parted in 1948, and soon afterwards Dan became Sealtest Dan on children's television.<sup>12</sup> When Joe split with Lurie over personal and business disagreements, he noted that Lurie won his Most Muscular Man titles during the war when competition was weak. Weider and Lurie remained rivals, particularly after Lurie launched his own World Body Building Guild that hosted his own Mr. America and Mr. Olympus competitions, and published his own magazine, *Muscle Training Illustrated*.<sup>13</sup>

During the Sixties, bodybuilding made strides as weight training was widely accepted in sports programs; on television with Jack LaLane; in gyms with Joe Gold and Vic Tanny; and on the silver screen with the musclepix. All these developments led Lurie back to the sport he loved. In 1965 he started his own magazine, *Muscle Training Illustrated*, with former Weider alumnus E.M. Orlick as editor. In this position, Lurie spent much of his time retracting much of what he had written for Weider a decade earlier.

### **The Huffmen**

Hoffman naturally resented the Weiders moving so quickly to capture the Canadian market by publishing *Your Physique* to replace the lost *Strength & Health* and by selling his own barbells in place of York barbells. In 1944 a loyal Canadian admitted reading *Your Physique* but hastily assured Hoffman that "it wasn't up to par as compared with your own publication," while another Canadian confessed that he had been forced to buy a set of weights "from a Canadian company. I would have liked to have bought some York weights but the duties on American goods are too expensive." But it was Weider's move into Hoffman's territory (the American market) that really upset him. After the war, Weider claimed that not only did his magazines outsell all others, but that Weider Publications were solely responsible for weightlifting and bodybuilding's skyrocketing popularity. George Jowett reported that "Weider outsells him (Hoffman) in everything and the last two or three years he has made a lot of money."<sup>14</sup>

In response, Hoffman arranged for the manufacture and sale of York barbells in Canada. Norm Miller, head of the York Toronto weightlifting club, ran the York Canada operation. At the same time, Hoffman tried to scare potential American customers away from Weider barbells by warning them that no barbells could be manufactured and sold legally in the United States during the Second World War. Since Weider did not charge excise tax on his barbells, Hoffman argued that they must be made in America and were therefore illegal.<sup>15</sup>

Both sides argued over the popularity of their magazines. Hoffman claimed a circulation over 100,000 copies per month and noted that he, York, and *Strength & Health* had dominated weightlifting and bodybuilding when Joe was still a kid. "United States lifters were winning Olympic and world's weight lifting titles when Weider was a teen age boy. Mr. America contests were being staged successfully before his magazine ever appeared on the newsstands." *Strength & Health* editors and readers alike mocked Weider's magazines: "personally I would not wipe my nose on Weedy's rag." Nonetheless, once Weider appeared on the scene his sprightlier style forced Hoffman to adapt. He not only took over Weider's style but used Weider's printer as well.<sup>16</sup>

The heart of the argument between the two camps lay in the rival claims each side made for having the best physical training system producing the best results. From the very beginning, Hoffman claimed to be "the World's Leading Physical Director," even though George Jowett, who worked with him in the 1930s, thought that Hoffman's pronouncements were "terribly dangerous," while Ottley Coulter criticized the "Big Mug of Muscledom" for taking credit for progressive dumbbell exercises when others taught the method while Hoffman was still in diapers – a similar criticism that Hoffman levied against the Weiders, being Johnny-Come-Latelys. Jowett agreed.

The irony of it. A few years ago he was an unknown and had done nothing in the pioneering of the business. He appears to be an opportunist who takes advantage of the work and accomplishments of everyone that he can.<sup>17</sup>

Harry Paschall led the York attack against the Joe Weider, "Trainer

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of Chumpians” whose “Stupor Set Techniques” claimed to “put massive ‘pecs’ on everybody, whether they need them or not.” In Paschall’s opinion, Weider’s “screwball routines” and “monster-like training” created “bloated tissue torturers” who “have ruined their physiques and can never become prize winners.” In the York view, the key difference between their “Sensible Physical Training” and Weider’s “bloated tissue torture” lay in the “ultra-slow and ultra-tension contractions” that allegedly made up the Weider System. “The unpleasant facts about muscle-spinning are that you have to do rep after rep after rep until you are ready to drop to get the super-lump development that some muscleheads achieve.”<sup>18</sup>

Paschall also wrote for Peary Rader’s *Iron Man*, but when he tried to promote the same ideas there he ran into criticism from Rader and his readers. In an article titled “In Praise of Folly” (where folly referred to the “outlandish gook” published in bodybuilding magazines, including *Iron Man*), Paschall criticized bodybuilding for producing “LUMPS” rather than real, useful muscles; and criticized bodybuilding techniques like reps and sets as “unadulterated bunk” and as “dangerous propaganda fostered by shallow brained authors who haven’t been around long enough to know the final answers.” Anyone who followed “cheating, forcing, screwball routines” would become “a big, fat, sloppy beast, the epitome of abnormalcy.” Rader and his readers jumped on these opinions, arguing that “as a direct result of this practice of set systems... we have far more perfectly developed men than the world has ever dreamed of before.”<sup>19</sup>

Weider, for his part, quoted an article on “Recent Advances in the Technique of Progressive Resistance Exercise” which appeared in the *British Medical Journal* to justify his claim that the Weider System was indeed modern and scientific. He denounced Paschall as “a vicious, unscrupulous character” and “a peddler of malicious misrepresentation,” and dismissed his views on weight training. “We have long known that Paschall was the least informed of all the present day writers. The parade of bodybuilding progress has indeed passed him up.”<sup>20</sup>

The bottom line was that both systems were right. Both involved progressive weight training. The only difference lay in the emphasis

placed on particular muscle groups. Weightlifters trained for Olympic-style weight lifting, while bodybuilders trained for overall physical development. The best men did both. York's weightlifting hero John Grimek owed his popularity to bodybuilding fans of his physique and his on-stage performances. When Gord Venables, a champion lifter who moved from York to Weider, wrote about "the best bodybuilding system of all," he cited John Grimek as an example of weightlifters that used sets and reps to hone his physique. Grimek himself wrote in *Strength & Health* that "in my opinion I don't think that any one particular system can be rated above others for everyone." The important thing for the beginner was to choose a system that provided well-rounded development. Alan Stephan and Clancy Ross, former Mr. America winners, echoed the sentiment in *Your Physique*. As *Muscle Power* put it in 1953, the man makes the method.

However, we have always maintained that champions are made by themselves. They may learn the principles of training from a specific system, but in every case, each champion must make certain changes to meet his specific requirements, which no course could foresee. Therefore, we do not feel that any single course has ever produced a champion. It may have guided him, but cannot go beyond that.<sup>21</sup>

### **The Growing Divide**

The attempt by Hoffman, Wortmann, the AAU, and the AAU of Canada to suppress Weider's first contest in his hometown in 1946, led to the formation of the IFBB and the Weider expansion into the American market. In June 1948 the Weiders also challenged an out-dated organization, the AAU, and its "hypocritical amateurism." "As far as body builders are concerned there are no longer any differences made between a professional, and an amateur in competition or in the financial rewards which both are entitled to receive."<sup>22</sup>

Hoffman and the AAU wasted little time reacting to these "outlaw" contests. In February 1948, Dietrich Wortmann, chairman of the AAU

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weightlifting committee, issued a "Special Notice to Athletes" which laid down the law for anyone thinking of entering an IFBB competition, warning them against "participation in such outlaw contests." In December 1948 the AAU national convention formally condemned the IFBB for sponsoring professional physique shows and "endangering the future of America's weight lifting teams." York spelled out the implications of this decision for bodybuilders in black and white: "We want them to know that if they compete in any contest not sanctioned by the AAU. that they will be suspended for life and never be able to take part again in Amateur Sport."<sup>23</sup>

While refusing to "stoop to their unsportsmanlike tactics," Weider denied any attempt to undermine the AAU: "this is a ridiculous and stupid statement as anyone with half a brain could immediately see." Then, for Hoffman's benefit, Weider explained that the IFBB "is an organization of Body Builders and interested solely in promoting bodybuilding. It has nothing to do with competitive weightlifting."<sup>24</sup>

Weider's opposition had its Achilles' heel. Hoffman identified himself with the entire sport of weightlifting, but not everyone accepted that connection. Despite the fact that he sometimes acted as though he owned the American Olympic weightlifting team (by virtue of giving its members jobs at York during the Depression), and despite the fact that he controlled the Pennsylvania AAU and had considerable influence elsewhere, Hoffman did not run the AAU completely, and this gave Weider the opportunity to divide-and-conquer the enemy.

The weak link in the chain was Dietrich Wortmann, chair of the AAU Weightlifting Committee and long-time nemesis of Bob Hoffman. Among other things, Wortmann resented Hoffman stealing many of his proteges from the Metropolitan Athletic Club. So although Wortmann cooperated in the 1948 blacklisting of the IFBB (and the earlier attempt to sabotage the Weiders' 1946 contest in Montreal), Weider saw that Wortmann might accept cooperation in return for support for his New York club which he did not get from Hoffman. Talks between the two sides led to a truce in May when Weider announced that "the IFBB and the AAU have ironed out their difficulties and from this day on will cooperate fully with each other." He also cautioned readers to

"read the accompanying article word for word", which was a constructive suggestion considering the very fine line of cooperation proposed. Weider explained that the IFBB set out to serve bodybuilders and in doing so "made one mistake." That error was to treat all contestants equally, without regard to "amateur" or "professional" status defined by the intention to enter a contest which offered a cash prize. The IFBB would conform to AAU rules by clearly separating contests for amateurs and those for professionals. They even grudgingly gave a nod to Bob Hoffman, whose "unostentatious generosity has provided the financial sinews of the American weightlifting teams."<sup>25</sup>

As part of his agreement with the AAU, Weider staged three bodybuilding contests to benefit the Metropolitan Athletic Club and the U.S. Olympic Team. The first Mr. Eastern America show in 1950 brought in less revenue than expected, but on November 30, 1951 the Mr. Eastern America show at the Roosevelt Auditorium generated \$1200 in profit which Weider donated to the AAU. Although successful, the show disappointed Weider because many stars stayed away. "We KNOW that because of certain controls imposed on these weightlifters by powerful influences in National weightlifting circles, they dared not to appear without danger of reprisal." For the third Mr. Eastern America Physical Excellence Contest on May 8, 1953, Weider fudged the rules so that a professional "best built man in the world" contest took place alongside the amateur event. In a last-ditch attempt to pry John Grimek away from Hoffman, Weider offered him the Dietrich Wortmann Memorial Award. When that failed, the contest rewarded the usual Weider stars.<sup>26</sup>

This collaboration between Weider and Wortmann was not something that Hoffman took lying down. He devoted much of the March 1950 issue of *Strength & Health* to more "infantile rot" directed against Weider, including criticisms from Harry Paschall. Weider implored Hoffman to "please stop it" for the sake of the sport, but Hoffman refused.<sup>27</sup>

In 1951 Weider resumed his attack on Hoffman. He claimed that Hoffman's *Strength & Health* was losing "ten thousand readers YEARLY" while "our magazine sales have been steadily increasing." He challenged Hoffman to produce a notarized account of sales figures, and

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offered to do the same. Hoffman accepted on his terms: Weider would produce his sales figures first, then Hoffman. More tellingly, Weider went back to Hoffman's early days with *Strength & Health* when he was fighting his own war with the AAU over their rules on amateurs. Weider pointed out to his readers that it was Mark Berry who got weightlifters associated with the AAU and that "Hoffman fought his work and that of Wortmann tooth and nail." Weider questioned Hoffman's personal lifting claims (a recurrent criticism of many), and challenged Hoffman to a "physical excellence contest." He noted that Hoffman had challenged others to compete regardless of age differences, so the disparity between Weider and Hoffman should not pose a problem. Weider also recalled for his readers the story of Hoffman's "BRUTAL" beating of Mark Berry in 1936.<sup>28</sup>

In July 1951, Hoffman responded by accepting Weider's challenge, but on his own terms. He claimed that Weider must have been training secretly for these many years just for this chance, whereas Hoffman had only been training enough to maintain a mere "superior degree of fitness." He contrasted his own (disputed) war record with Weider's lack of one. And Hoffman showed that he remained a "brute beast" able and willing to assault helpless victims by demanding a boxing match with "skin tight leather gloves" so that "Weider should not look so pretty at the time of the physique contest." Weider naturally declined to participate in an illegal fist fight that contravened AAU state athletic commission regulations.<sup>29</sup>

For Hoffman the AAU was his toy, and its rules were made to be broken. Weider repeatedly challenged Hoffman to a lifting and physique competition, and Hoffman repeatedly refused. Each ordered the other to shut up, and the whole matter was dropped after a year of spilled ink. Then Weider unexpectedly entered the 1951 NABBA Mr. Universe physique contest in London "to let an impartial audience judge for themselves that not only could I teach, but I could also DO, that I didn't intend to hide behind the pages of a magazine, and I wasn't afraid to show myself." (Joe's fifth place position gave him a higher ranking than the future James Bond, Sean Connery, garnered at the 1953 NABBA Mr. Universe.) Although the British magazine *Health & Strength* re-

ported the contest fairly and impartially, *Strength & Health* tried to conceal the identity of the fifth-place contestant by listing him simply, and misleadingly as "Joseph Wieder, Canada."<sup>30</sup>

In 1952 the duelling duo tried to arrange a truce. Joe Weider phoned Hoffman, proposed a mutual cease-fire, and pledged to help support the American weightlifting team. Hoffman agreed to call off the dogs for his part. The year remained peaceful, until Wortmann's passing in September 1952 removed the last constraint on Bob Hoffman's influence with the AAU. The gloves were off once again.<sup>31</sup>

### **Contested Contests**

The AAU's role in bodybuilding and its exploitation of physique contests to enhance weightlifting competitions rather than to recognize bodybuilders remained a longstanding bone of contention among devotees of both sports. The AAU surrounded its Mr. America contests with rules and regulations affecting everything from posing techniques to posing costumes. And, because the AAU required physique contestants to participate in weightlifting competition, athletes who worked with weights had a distinct advantage over those who did not – including gymnasts, swimmers, and wrestlers.<sup>32</sup>

Peary Rader, editor of *Iron Man*, criticized the AAU for the "amateurish" character of its competitions, which included running several different events on stage simultaneously and thereby confusing athletes, judges, and spectators alike, and by dragging out the contests with endless recalls of contestants for reconsideration, leaving the audience exhausted. The AAU defined physique contests as athletic events in order to assert control over them. This control was necessary because weightlifting competitions by themselves "are so outstandingly dull and boring to the average man and even the most enthusiastic lifting fan cannot sit through the marathon of affairs we have to endure in this country." Only physique competitions drew an audience willing to pay for the show, and that financial support was essential for weightlifting. In 1965, Rader quoted the chairman of the AAU weightlifting committee as saying that "the only reason – the only excuse we have for keeping

the Mr. America contest under AAU jurisdiction is for the financial support it provides for the weightlifting game."<sup>33</sup>

Judging was a major source of discord. With so many local, district, regional, and national competitions every year in every city, town, village, and hamlet large enough to support a gym, maintaining standards was difficult. Bias and inexperience on the part of judges made it impossible. Rader reported that many judges let the first contestant dazzle them, and refused to adjust their scores if a better contestant appeared later. Others considered only the best three or four men and wrote down random numbers for the others. Judges at AAU contests included owners and managers of gyms whose students were contestants. An element of favouritism became a factor at all levels of competition, including national and international weightlifting events where Hoffman was frequently charged with bias and interference. Leo Stern, a long-time AAU observer, reported in *Muscle Power* that "over the years I have personally witnessed total mismanagement of contests and complete disregard of AAU rules." And Charles Smith, bodybuilder and writer for *Iron Man*, seconded this observation: "very, very few of our judges and referees KNOW THE RULES."<sup>34</sup>

Bruce Page, noted writer on bodybuilding, reported the same state of affairs in Canada when he recounted a recent Mr. Ontario competition characterized by shoddy judging, including one (out of six) who had zero prior experience with bodybuilding; another who was obsessed with mass and cared little for definition, symmetry, or other qualitative distinctions; and a third judge who ran a local gym and immediately ranked his two entrants first and second, without waiting to see the others. In essence, one-half of the judging panel was biased or incompetent.<sup>35</sup>

The standards for judging were ill-defined. For the "Mister" contests the AAU looked for muscular development, proportion, posture, and appearance – which included superficial characteristics like skin condition, coiffure, and teeth but excluded artificial enhancements like make-up and body oil. But there were no criteria for scoring points within these categories other than first impressions, experience, or bias. In 1956, the AAU clarified the process by complicating it with the new cat-

egory of athletic ability, which was an attempt to exclude bodybuilders (or at least Weider-style bodybuilders) by requiring contestants to use their muscles.

Another perennial topic for debate between "Weedy" and "the Huffmen" was the annual selection of Mr. America/Mr. Universe/Mr. World. The choice was complicated by the presence of AAU, IFBB, NABBA, and IWF contests all sharing these same titles.<sup>36</sup>

Weider questioned the selection of John Farbotnik, Mr. America 1950, for Mr. World in 1950, mainly because of what he regarded as shabby treatment towards Reg Park, who had been barred from competition on the insistence of Bob Hoffman and Dietrich Wortmann because of his alleged professional status. Problems arose because Park and Farbotnik received income for commercial services (photographs and advertisements), and this should have excluded both from amateur competition. But Park was a Weiderprotege and Farbotnik a Hoffman protege. Moreover, several of the contestants, including Park and Farbotnik, had competed in the 1950 Mr. Universe contest hosted by another "outlaw" organization (NABBA), and all of them except Park were allowed to compete in the Mr. World contest. Hoffman and Wortmann threatened to pull other top American stars if Park was allowed to compete, and the contest organizers gave in to this pressure. A face saving provision that Park and Farbotnik would meet in the forthcoming Mr. Britain contest fell apart when Farbotnik withheld his consent. This led Reg Park to crash the Mr. World contest, where he was allowed to pose (to the great delight of the audience) but not to compete. Farbotnik won the title, but Peary Rader noted that the decision "would have been tougher had not Reg Park of England been barred from competition at the last minute for professionalism."<sup>37</sup>

Mr. America contests fared no better. Weider called the decision at the 1952 Mr. America contest "the most unpopular and incompetent decision ever rendered in a Mr. America event." When Jim Park won over Malcolm Brenner, fans "booed the decision for a solid 10 minutes." Weider placed the blame squarely on the judges: "even newsreel photographers who covered the show shook their heads in amazement and asked if this was the usual manner in which the AAU contests were

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conducted." Jerry Ross, writing for *Iron Man*, conceded that Brenner "had terrific definition," but criticized "a certain uncouth element in the audience" for their "disgusting" behavior. What made the event frustrating was that, as usual, the contest ran late and the judges decided to judge the men without seeing them. One top contender, Marvin Wells, boycotted the final night in protest.<sup>38</sup>

Wells was black, and although Hoffman printed articles and photos about black lifters, they seldom won major AAU competitions. When photos of black lifters appeared in *Strength & Health*, the good old boy readers let Hoffman know how they felt about the pictures. A former Mr. Indianapolis, for example, wrote to complain about "Negro competition," and proposed that blacks should have separate physique contests. "Chris Dickerson should have been named Mr. Black America. The fact that he carries the regular Mr. America title sickens me."<sup>39</sup>

Hoffman provided coverage of black lifters in his magazine, but his support never seemed to carry over to the AAU. Throughout the 1950s blacks were conspicuous by their absence - at least on the podium. Rader commented on this situation when reporting on Arthur Harris at the 1955 Mr. America contest.

Art Harris is possibly the best built colored man we have ever seen. He has everything, including great muscular size, the very extreme in definition, excellent proportions, good posture and a fine posing routine. He should be a top man in any contest. Many expressed surprise that he was not placed higher.<sup>40</sup>

The endemic AAU racism persuaded many blacks to cross over to the Weider-backed IFBB, where black stars like Leroy Colbert received the recognition they deserved.

In a sharp rebuff to the York gang, a Weiderprotege, Léo Robert of Montreal, became the first Canadian to win the NABBA Professional Mr. Universe title in 1955 to a "great ovation," while a "smiling, laughing, and even crying" *Strength and Health* explained away the results by blaming the "British system of judging," but conceded that Robert was

“heavily muscled” (enough to beat Clancy Ross, another Weider star, for the title.<sup>41</sup>

Weider criticized the “strange happenings” at the 1957 NABBA Mr. Universe contest in London, which broke the “perfect judging record which has always been identified with the Mr. Universe Contests.” Lou Ravelle, reporting on the contest for *Iron Man*, observed that “it certainly came as a surprise to many that the Americans did not carry off the top honours.” The reason for the “strange happenings” was clear: Joe recorded one British judge with continental preference saying “we are tired of Americans walking off with the titles.” In passing over strong American and international contenders to select Englishman John Lees, the Mr. Universe competition lost its status as “the most important physique event in the world” and approached the tattered reputation of the Mr. America title as “a *farce* with the winner so frequently not being the best man.” What made matters worse was that the British judges allegedly fixed the result the day before the contest, and informed Lees of their decision.<sup>42</sup>

### **Star Wars**

These national and international competitions were important to both sides because each claimed stars who defected from the other side in an effort to reinforce their respective claims to have the best training system. Weider, Hoffman, and Gagnon tried to assemble the best roster of bodybuilders on their side, regardless of how those stars really trained and whose system was used. Weider's first stars, including Ed Thériault and Joffre L'Heureux, both began as members of Hoffman's Strength & Health League. L'Heureux and Léo Robert were associated with Gagnon for awhile; both wrote for his *Santé et Développement Physique*. Other York Canadian stars who switched to Weider included Johnny Doucet (“a great body building enthusiast”), Billy Hill (an “ardent user” of York barbells and “a follower of the Strength & Health life”), and John Bavington. Gagnon suffered the same fate; many of his pupils switched sides.<sup>43</sup>

Hoffman tended to be the loser in this business of jumping ship, as more and more AAU stars crossed over to Weider and bodybuilding.

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George Eiferman, Clancy Ross, Alan Stephan, and Ray Schaefer (all Mr. America winners), and a host of other AAU stars switched allegiance. While most of them opted for bodybuilding over weightlifting, and resented the one-time-only cap on the main Mr. America prize, Hoffman preferred to ascribe selfish motives for the turncoats: "Others who began as York men and who reached the top as York men, sold their souls for a few pieces of silver, sold their honesty and integrity for a mess of potage."<sup>44</sup>

Two stars in particular got caught in the crossfire. In 1946, René Léger won the Weiders' Mr. Montreal contest. The ensuing publicity, along with Weider's late and therefore invalid entry into the 1947 Mr. America contest, made him feel exploited by these "vile creatures" (Gagnon's words) and he bolted. In 1947, Léger won the AAUC Mr. Canada contest over several Weider stars in a decision the Weiders claimed was fixed in advance to give Léger preference over the current Weider star, Alan Paivio. In 1947, Hoffman welcomed Léger in his Mr. Universe contest. Then Léger dropped out of the limelight for a year before he encountered Gagnon and resumed training at Gagnon's gym and at Camp Maupas. In February 1949, Léger showed up at the Weider Mr. Montreal contest along with Léo Desjardins, another Gagnon associate. When Ben Weider introduced Joffre L'Heureux as the current (IFBB) Mr. Canada, Desjardins stood up and challenged him, telling the audience that the real (AAUC) Mr. Canada was sitting in the audience. Desjardins reported the incident to Hoffman: "it would have done your heart good to hear that audience roar its approval.... René is still the most popular physical culturist in this town." In December 1950, Léger won the top prize at Gagnon's "Most Perfectly Developed Bodybuilder in North America" contest. Although the Weiders resented Léger's defection in 1947 and tried to ignore his AAUC Mr. Canada title, they seldom held a grudge against a bodybuilder for long. Léger returned to Montreal and worked in construction until his retirement.<sup>45</sup>

The other star who switched back and forth was Reg Park. Reg witnessed the classic 1948 Mr. Universe contest with John Grimek and Steve Reeves, and concluded that a training program that com-

bined the best features of both men would give him the best chance to win. It seemed to work, since he placed second to Reeves in 1950. After Reg won the Mr. Britain title, Weider brought Park to America and featured him prominently in his magazines. He supported Park at the 1951 NABBA Mr. Universe contest, and defended him against the machinations of Bob Hoffman at the contest. Joe and Ben Weider tried to set up a partnership with Park whereby he would head up their British operations, but Park decided the grass was greener elsewhere and go into business for himself, publishing his own material, *Reg Park Journal*. Park eventually moved to South Africa, but returned to Europe and America on many occasions, including 1965, when he won the Mr. Universe contest again. His most enduring legacy is probably in serving as the childhood inspiration for young Arnold Schwarzenegger, who defeated Park (and the whole concept of symmetrical bodybuilding) in 1970.<sup>46</sup>

Neither Hoffman nor Weider had any quarrel with Peary Rader's *Iron Man* magazine; neither one ever cornered the market on barbells and other training equipment and supplements; and the IFBB coexisted with other national and international weightlifting organizations throughout this period, including Peary Rader's own American Physical Improvement Association. (When *Iron Man* readers criticized Rader for using the Hoffman-AAU term "outlaw organization" in reference to the IFBB, he not only apologized but promised never to use it again. "Our readers want to know what is going on at such events and who won, and care very little about the background politics of the organizations themselves."<sup>47</sup>

It was the clash of two strong egos that caused the fight. Hoffman and Weider were victims of, as well as causes of, the split between weightlifting and bodybuilding. As each of them championed his own vision of the one true sport, the other resisted. Had they supported genuinely distinct sports there would have been no quarrel between them. Barbells linked weightlifting and bodybuilding inextricably, and that, in a nutshell, was the problem.<sup>48</sup>

For Rader, weight training was the key to personal and national health, and since "bodybuilding is much the more important activity

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to the general public," he threw his support to bodybuilding while accepting weightlifting as an important form of athletic competition at the national and international levels. But Hoffman and his AAU would not and could not accept that bodybuilding was "of far more importance and far more valuable and helpful than the sport of lifting." York and the AAU refused bodybuilding the freedom it needed to grow, and the consequence was a fractured iron game.<sup>49</sup>

### **Fighting Dirty & Dirty Magazines**

By the mid-1950, Hoffman's team resorted to smear tactics to denigrate the Weiderbrand. In an article titled "Let Me Tell You a Fairy Tale," Harry Paschall, Hoffman's hatchet man, denounced Weider and "the menace of homosexual magazines."

When the situation has reached a point where we cannot sell a clean magazine because of these dirty publications, we think something should be done about it. Other publishers continue to take this filthy money, and to cater to the immoral perverts who make these indecent pictures. Whenever you buy a magazine that carries even ONE photographer's advertisement featuring male photos, you know you are dealing with people without moral principles of any sort. These are the people who are killing a clean and wholesome sport.<sup>50</sup>

While Weider was the target of Paschall, questionable photographs had long been a debateable aspect of the muscle magazine industry. From the time of Sandow, photographers focused on bodybuilders. Edwin Townsend of New York produced classic studies of Sig Klein and Tony Sansone which helped restore the male form to legitimate art. Sansone's pictures created the lithe modern image of the fit male, in contrast to the sturdier physique of Sandow or the meta-masculinity of Schwarzenegger. During the late 1930s and the 1940s, a new generation of photographers took up the male physique genre. Earle Forbes, Robert Gebhart, Alonzo Hanagan, Barton Horvath, Al Urban,

and Russ Warner established themselves in post-war physique photography. All of them worked for Weider at one time or another. With so many new muscle magazines appearing, the demand for pictures became great. Bob Mizer in Los Angeles set up a sort of talent agency for artists and photographers seeking physique models. Gradually the publicity pictures he circulated became more popular than the models, and Mizer started advertising his Athletic Model Guild photographs in muscle magazines, including *Iron Man*, *Strength & Health*, and *Your Physique*, with captions promising “physique photos of handsome youths.” Unfortunately for Mizer, the early Cold War witchhunts made officialdom wary of “deviants” in disguise. In 1948 the U.S. Post Office tried to pressure magazines featuring male model ads to drop them or risk losing their discount mailing privileges.<sup>51</sup>

In the September 1949 issue of *Iron Man*, Peary Rader lamented the “modern morals of body builders.” Taking his cue from the Post Office, Rader quoted a West Coast studio operator as saying that “the morals of bodybuilders and weightlifters were the lowest and worst of any group of humanity.” In particular Rader condemned the “truly revolting” sexual behaviour of bodybuilders. Rader feared that “abnormal” bodybuilders and the “unscrupulous” photographers who catered to their interests would drag down the whole sport. He announced that *Iron Man* would censor all photo ads by requiring them to depict only clothed models and to declare that the photographs offered for sale would depict only clothed models. Weider’s staff writer, E.M. Orlick, wrote a spirited reply affirming the morality and decency of bodybuilders, and cited Alfred Kinsey (now known to be a questionable source on sexual morality) to downplay the significance of whatever “aberrant” behaviour might exist among some devotees.<sup>52</sup>

In 1950 Mizer started his own magazine as a safe advertising medium. *Physique Pictorial* made its appearance in Los Angeles, and soon spread internationally and spawned dozens of imitators. *Physique Pictorial* invoked masculine images of wrestlers, locker rooms, fraternities, and rugged outdoor action as a cover for displaying young male physiques in scanty attire and close physical contact. If the models and poses were not obvious enough, the art work of George Quain-

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tance and Tom of Finland (featuring tight crotches and full-moon buttocks) certainly made the point. Dozens of soft-core physique magazines appeared during the 1950s and 1960s - ranging from more or less genuine bodybuilding magazines like *Tomorrow's Man* to openly gay magazines like *MANual* and *Grecian Guild Pictorial*. Together they sold hundreds of thousands of copies and irritated the police and government officials everywhere, including Congress, which launched several headline-grabbing investigations under presidential hopeful, Senator Estes Kefauver.<sup>53</sup>

In 1954, at the same time as *Strength & Health* printed ads for *Grecian Guild Pictorial* touting "Masculine Magnificence" and "Youthful Virility," Joe Weider, ever vigilant for new markets, (this was the time when both the Weiders lost their newsstand distributor) launched two small-format physique picture magazines: *Adonis* ("The Art Magazine of the Male Physique") and *Body Beautiful* ("Studies in Masculine Art"). Aside from ads by the photographers who supplied the pictures, interspersed with articles by editor Hal Warner on skin care and Joe Weider on hair care, the twin magazines featured page after page of attractive male models, all reasonably trim and fit but with nary a barbell in sight. The text (captions, really) supplied more than a hint of mint by referring to "the innate dignity of youth;" a "flexible physique of incomparable grace;" and "the dewy freedom of youth."<sup>54</sup>

By 1958 the pocket size magazines had proved their worth, so Weider launched a full size pictorial magazine combining *Adonis* and *Body Beautiful* and blatantly titled *Young Physique*, "for the connoisseur of the young male body beautiful." Out of a dozen articles in the premiere issue, ten featured pictorial displays of lithe young body builders like Glenn Bishop, who graced the first cover. Often dynamic duals were presented to double the visual pleasure. In 1961 *Young Physique* spun off *Demi-Gods* as a magazine for "the connoisseur of the male physique in all the splendor of its varied types of development." *Demi-Gods* in turned spawned *Muscleboy* in 1963.<sup>55</sup>

During the Cold War 1950s, Postmaster General Arthur Summerfield, "zealous in his campaign to rid the mails of obscene matter," continued the fight for morality already being waged by the Kefauver Com-

mittee in Congress and by the Federal Bureau of Investigation. But Summerfield found himself constrained by the Earl Warren's Court as the Chief Justice of the United States bravely made rulings supporting freedom in the age of McCarthy. In 1958, Summerfield lost his battle against nudist magazines in a definitive Supreme Court ruling.<sup>56</sup>

Even before York got involved, *Iron Man* lamented the flood of pocket size photo magazines "appearing in the guise of physical culture magazines," but which really served "other purposes." The danger was that the sleazy magazines tainted weightlifting and the legitimate magazines like *Iron Man*, which aspired to the respectability of *National Geographic*. In a guest editorial, Leo Stern, famous trainer and gym owner, noted that the models in the new magazines were not worthy of the term physique, let alone bodybuilder. Stern wrote: "When a man is posing in the nude, it is suitable for only two things: art purposes and for persons interested in SOMETHING ELSE." Stern warned that the physique magazines would lead to the downfall of America if not stopped in time.<sup>57</sup>

In 1958, bodybuilder Richard Alan lamented that "one of the greatest evils of our game is the use of bodybuilders as models, posed in so-called 'artistic' poses which serve no other purpose than that of arousing people with perverted sex interests." The problem lay not with the bodybuilders or their physiques but with the poses: the more the models tried to appear masculine, the more they would end up looking effeminate. But the impact of this rant was muted somewhat by the illustrated ads for bikini-style male swimsuits appearing on the same pages as Alan's diatribe.<sup>58</sup>

Rader himself pledged to fight the "undesirable element" trying to "infiltrate" and "polute [sic] a great game," but admitted that it was an uphill battle: "There are more of these magazines (that pose as physical culture publications) than there are legitimate magazines, and the sad part of it is, we are told that these magazines outsell the legitimate bodybuilding publications, both in quantity and percentagewise."<sup>59</sup>

In 1957 Harry Paschall denounced the pseudo-physical culture magazines for "contributing to juvenile delinquency and debauchery." The "dirty little books" offered little in the way of constructive muscle build-

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ing advice, and lots of pictures from “fairy” photographers chosen to “attract the attention of lovers of the male physique.” The threat to clean living increased each year because everyone simply closed their eyes. Now it was too late. “When a venomous reptile comes into your house you have to crush it, or take the chance of being poisoned.”<sup>60</sup>

The danger was especially grave because even the supposedly clean-minded *Strength & Health* was affected by local bans in the United States and Canada. Paschall declared that *Strength & Health* would take a decisive stand against “this homo racket.” He urged readers to boycott magazines that featured ads for the “Swish Trade,” and he urged the AAU to ban all athletes whose pictures appeared in “one of these trashy magazines.” He cautioned young bodybuilders everywhere not to let themselves be photographed because their pictures would be “exposed to the droolings of homosexuals.” The warning was backed by a threat.

We gently warn unwary bodybuilders about sending photos to such publications, because you, too, may wind up in court... and you will be barred from competing in any sanctioned AAU physique contest, such as the Mr. America competition.<sup>61</sup>

The real target of Paschall’s venom was clearly Joe Weider, who produced two of the magazines Paschall cited by name. In April 1957, the Weider Company was indicted in New Jersey for “conspiracy to distribute indecent literature.” Although this referred to *Jem*, Weider’s cheesecake magazine, Paschall implied that Weider’s male magazines were the target. In fact, the only legal challenge Weider faced for his physique magazines came from his hometown of Montreal. In a last gasp from the Maurice Duplessis era and the iron-fisted government it symbolized, police raided the gymnasium and photo studio of Jimmy Caruso, Weider’s star photographer at the time (1961). The raid netted some 6,000 “obscene photos of men,” and bail was set at about one dollar per picture. Caruso was acquitted when his lawyers displayed a photo of Michelangelo’s *David* in court.<sup>62</sup>

The righteous indignation of Harry Paschall did not slay the “venomous reptile.” Paschall’s successor, Bob Hasse, reported in 1961 that on his own personal inspection of a Manhattan newsstand he counted twenty “dirty little queer magazines for homosexuals.” Hasse urged parents to police their sons: “If you find a queer book on your son’s desk, burn it and set him straight on the facts of life.”<sup>63</sup>

In a landmark case in 1962, the American Supreme Court ruled that male nudity was no more obscene than female nudity, and that gay oriented erotica was no more prurient than straight erotica epitomized by *Playboy*. By the mid-1960s, gay oriented magazines had moved beyond the legitimate muscle magazines like *Strength & Health*, *Muscle Builder* and *Muscular Development*, whose text and illustrations discussed fitness, weightlifting, and bodybuilding seriously. An academic survey of the muscle and physique market noted that “one of the most striking features of muscle magazines is the emphasis on posing.” Posing naturally led to the soft-core physique magazines. Although they appeared to mimic the muscle magazines in their rhetoric about muscles and fitness, the emphasis was more on posing pictures than on muscular development, and the posing was more explicitly physique oriented. This group included titles like *Young Physique*, *Muscle Boy*, *Face & Physique*, *Junior*, and *Trim*. The emphasis on “attractive” models led to the third category of blatantly gay-oriented magazines featuring handsome young models with no pretence of muscle, fitness, or clothing. The arrival of the nude male centerfold soon displaced the physique magazines, victims of their innocence.<sup>64</sup>

Although Hoffman and his hatchet men would not admit it, Weider actually performed a service for mainstream bodybuilding by channelling the gay audience, which had always been present in the muscle world, into distinctly gay-oriented physique magazines. From the mid-1950s, Weider’s muscle magazines emphasized body building pure and simple - with no hint of sexual overtones unless they were strictly heterosexual overtones. Ironically, Hoffman’s *Strength & Health* tended to print more pictures of attractive young men than Weider did in his mainstream magazines.<sup>65</sup> *Strength & Health* always had its share of readers who admired lithe young men.

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Three years ago I purchased my first copy of S&H. because I enjoyed studying the pictures of well-built men who appeared in its pages. At first I was not interested in lifting. In fact, I didn't know that such a sport even existed. But as time passed I grew interested in the sport that developed such beautifully muscled fellows.<sup>66</sup>

During the 1930s and 1940s Hoffman ran a pen-pals column for his Strength and Health Leaguers, where members could introduce themselves and perhaps find a friendly training partner. Many of them wanted pictures of their new-found friends, and Hoffman encouraged this show-and-tell.

What could be a nicer hobby than to exchange and fill an album with snap shots? Think of the interesting pleasurable hours you can spend bringing back memories of your friends and your past experiences.... Obtain as many physique photos as you can from your friends and through actual trades.... You'll obtain pleasure from the hobby of making a photograph album, and will interest others when they see the fine collection of photos you have.<sup>67</sup>

Most photo-minded Leaguers offered to trade pictures, or promised prizes to whoever sent them the "best physique photo." Some soon found themselves swamped with pictures of "splendidly built young men" and "many interesting letters and some really unusual poses." A surprising number of picture-minded correspondents took and developed their own photographs, and offered to sell or trade photos of themselves and their training buddies.<sup>68</sup>

Not all the photo buffs were interested solely in mutual pictorial inspiration. Some tried to arrange get-togethers with other young men living nearby. A Toronto Leaguer sought a vacation partner from New York, Pennsylvania, or New England, while a more adventurous soul proposed a summer vacation camp for young body builders in the wilds of Maine, where "[t]here would be an excellent opportunity for exercise

out of doors, far enough away from the nearest farm so that a fellow could soak up all the sunshine he needs, and wants, unimpeded.”<sup>69</sup>

One Leaguer was suspicious of photo collectors when he complained that they were willing to take his pictures but never sent any out in return. Gradually readers caught on to the "homo-sexuals" and began to overreact to anyone who told other Leaguers that he was “anxious to get started on a collection of physique photos” and was interested in art, dancing, and swimming.<sup>70</sup>

Paschall had a personal reason for his hatred of Weider. One of Joe’s “slimy homo books” was called *Body Beautiful*, as was Weider’s company that published his cheesecake and beefcake magazines. Unfortunately, that had been the title of Paschall’s own short-lived (one issue) magazine of 1927. And the lithe young men appearing in the physique magazines exposing themselves reminded Paschall of his own distant youth when his posing-strap photo appeared in *Strength* magazine – a photo which contrasted sadly with Paschall’s latter-day booze and drugs appearance. Out of frustration, Paschall resorted to the time-honoured tactic of bigots by referring to Joe Weider’s humble beginnings in Montreal.

Perhaps the Great Imitator... may be forced by public opinion and the law to go back to his original slum hideaway, where he and his pals can still make a living peddling French postcards. Apparently you can take a kike out of the slums but you can never take the slums out of the kike.<sup>71</sup>

### **Bob and Joe**

The death of Paschall in September 1957 eventually led to an undeclared truce between the Weider and Hoffman camps. Peace was short-lived. In 1958 Weider launched a three-part series titled “The Hoffman Exposé” that attacked Hoffman for everything from fraud and tax evasion to criminal assault. The series began by drawing on inside information from former *Yorker* Gordon Venables, who was fired by Hoffman and soon found employment with Weider. The story documented Hoffman’s troubles with the Internal Revenue Service (IRS),

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which went back to the 1940s. The IRS filed suit to recover more than \$250,000 in unpaid taxes and overdue fines. Hoffman was notoriously lax with his finances, which made it difficult for him to prove that he was simply an honest businessman with idiosyncratic bookkeeping practices.

Hoffman did not take kindly to criticism; he once assaulted Mark Berry, a fellow AAU official, simply because Berry reported in his own magazine that he had won a court dispute with Hoffman. So when Weider and company started attacking him and his henchmen, it riled up the York boss. In an editorial titled "Birds of a Feather," Hoffman denounced Weider and everything he stood for.

A rat is everything that is opposite to goodness, purity, and gentleness; it is debased, filthy, frequently diseased, certainly evil and malicious - yet a rat has friends - at least other rats live and associate with it.

In our own wonderful sport we have a small Hitler, a small Stalin, one who is a master in all the despicable tactics imaginable.

Birds of a feather do flock together, and we don't want any Weider birds connected with us. We like the fellows who are good, clean, ambitious, self improvement seeking, patriotic citizens, men who want to make the most of themselves mentally, morally, and physically. We want nothing to do with the other kind, for we can do nothing for or about them.<sup>72</sup>

Hoffman's tirade provoked Weider to launch a lawsuit against Hoffman, and a counter-suit from Hoffman. The case dragged through the courts for years, concurrently with Hoffman's tax problems. But although this rant evoked the usual pavlovian responses among die-hard Yorkers, not everyone was convinced. More and more readers felt that Hoffman's "knocking and cutting down of Joe Weider is really a disgrace." In fact, the "Birds of a Feather" editorial was the last hostile attack on Weider from Hoffman until the 1970s.

## ***Chapter Five***

### ***Transformation***

The Second World War and the Cold War made governments aware of the need for a population that was fit enough to fight for freedom. Although the President's Council on Physical Fitness had been established in 1956 (and the Canadian version in 1943), they had little effect on the fitness level of Americans and Canadians of any age – including the school children who were the only population group subject to physical education. The situation worsened in the 1960s despite President John Kennedy's attempt to reinvigorate the fitness program. The Kennedy administration distinguished itself from previous governments by being the very active and interventionist in its approach to the Cold War, culminating in the showdown with the Soviets over Cuba. The events of the 1960s (political assassinations, riots, the burning of the cities, stalemate and disaster in Vietnam) made affairs, foreign and domestic, seem uncontrollable. The can-do confidence of the previous decade vanished. The new generation saw no reason to become fit in order to get killed by a bullet in a foreign war. As the 1960s wore on, the anti-war movement led the counterculture youth to reject fitness as an integral component of the "fascist" establishment's policy of peace through bombing. Fitness for this conflict seemed to betray the ideals that America was supposed to stand for. Lithe but soft physiques became a hallmark of the flower child protest movement.<sup>1</sup>

Inevitably, the counterculture provoked its own backlash, as mainstream Americans rejected the peaceniks and their liberal sympathiz-

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ers. In a 1969 editorial, Dave Draper, a member of the Weider camp who made a name for himself in bodybuilding and in acting, criticized the “flower delinquents” who were willing to “fight for peace” but who “refuse to allow anyone to speak who disagrees with them.” Slowly, quietly, almost unconsciously, popular culture began to reassert fitness as the hallmark of real masculinity. Patriots who resented the defeat in Vietnam chose to reassert their own individual masculinity until America could reassert its masculinity on the world stage. Movie heroes (Conan, Rambo, The Terminator) became the icons of a new generation.<sup>2</sup>

### **Motivation**

Bodybuilding in the 1940s-1950s was a different ballgame than it is today. Back then, the challenge for promoters like the Weider brothers was to get people interested in lifting. Fitness and health were the best arguments, but the few champion bodybuilders (the Mr. Americas of the day) seemed so far above the average scrawny teenager that it was hard for prospective pupils to seriously believe that they could become the next Steve Reeves. The early Weider magazines set out to persuade prospective lifters that it was possible.

The decision to lift weights for the purpose of bodybuilding was a two-fold process. Young men (before 1970 weightlifting and bodybuilding were predominantly masculine sports) had to realize that they were weak and that strength was possible for them. Strongmen, whether real-life figures like Louis Cyr or on-screen characters like Tarzan, provided inspiration, but acting on that inspiration required a belief that they could become as strong and as fit as their heroes. If the stereotypical 98-pound weakling came away from a Tarzan movie or a Hercules epic and happened to spot a muscle magazine, then motivation became practical. Once the novice persuaded himself that strength was possible, the rest was just a matter of perspiration and perseverance. Although some failed, many succeeded – enough to fill the pages of muscle magazines with inspiring before-and-after stories.

Many young men who turned to bodybuilding did so because they were sick and tired of being sick and tired. Some were constantly ill,

leading to a perpetual cycle in which each new illness further weakened them and made them susceptible to still more illnesses. Others never got through a winter without suffering from cold or flu bugs, leaving them miserable: "I was shy, sick, and scared of everyone and everything." Others were concerned about their looks. Whether thin and scrawny or fat and chubby, anxiety over their appearance intensified their insecurity. Sports, athletics, even a simple beach trip, filled them with dread.<sup>3</sup>

The role media played was instrumental. Most novices reported that while they were mulling over their miserable existence they happened to pass by a newsstand and "a wonderful thing happened" - they saw a muscle magazine on the rack and took a chance. Others came out of the movie theatre after watching some larger-than-life action hero show them what a man with muscle could do and decided to be the next Johnny Weissmuller, Gordon Scott, or Steve Reeves. But still others were pushed into fitness when their friends or even their parents were ashamed to be seen with them (especially at the beach) and urged them to "do something to develop yourself and get interested in sports." Sometimes a friend or brother took up bodybuilding and they decided to try and keep up. And one man married into muscle: he found that his new sister-in-law was the daughter of the famous Quebec strongman Victor Delamarre, and familial duty prompted him to follow suit.<sup>4</sup>

### **The Fitness Wave**

At the same time as celluloid action heroes provided visual motivation, more and more people turned to self-reliance in order to cope with life in the 1970s. Preventive health became a national concern, and fitness assumed a prominent role for the self-conscious me-generation. The sexual revolution of the 1960s and 1970s contributed to the new interest in physical fitness (or at least physical appearance) through the increased media attention to bodies in magazines and movies. America's Olympic successes (and failures) in 1972 made fitness a nationwide concern for the boomer generation.<sup>5</sup>

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Reflecting some measure of social change after the 1960s, fitness appealed to men and women equally. Fitness and feminism led to an unexpected breakthrough for women in the sport of bodybuilding during the 1970s. Women had a long history with bodybuilding, appearing at many of the early physique contests hosted by the AAU or the IFBB, but they were purely decorative, sometimes intrusively so. When photographer Lon Hanagan reported on the 1947 Mr. America contest that made Steve Reeves a national icon, he complained that the “parade of young girl models” distracted attention from the weightlifters and physique contestants who were supposed to be the stars of the show. This pattern persisted into the 1960s, as trim and fit but seldom muscular young women assumed the responsibility of handing trophies to the male contestants, implicitly becoming trophies themselves in the process.<sup>6</sup>

The first serious female bodybuilders were the wives, sisters, and friends of male bodybuilders who joined them at the gym for training. In Montreal during the 1940s and 1950s, Marguerite Magnan led a team of training coaches for women at Adrien Gagnon’s gym, while Réjeanne Robert did the same at brother Leo’s gym. Many gyms had separate days and hours for women trainees. Even in smaller cities, women young and old pounded at the door until trainers like Jim and Julia Papai let them in. While some gym owners feared the disturbing presence, others like Joe Gold learned to recognize the benefits:

When they were through I watched her carefully putting away what she’d used. And I thought, now wait a minute, she didn’t wreck the joint, didn’t break a mirror or anything. Which was more than I could say about some of the ba-boons I’d been dealing with.<sup>7</sup>

While most of the muscle magazines fought for the allegiance of the men, Peary Rader’s *Iron Man* supported women’s weight training with regular feature articles, and not fluff pieces on beauty secrets, either. Instead, Rader offered serious articles on “Weight Training for Women,” on classic and modern “Women of Strength,” and on “Women

as Competitive Weightlifters." He even highlighted career options for women, with articles on acrobatic troupes and on female wrestling.<sup>8</sup>

### **Arnold**

Ironically, as more women embraced fitness and bodybuilding, more men chose to use bodybuilding to reassert masculinity in the face of feminist critiques by emphasizing the ultimate male characteristic – physical strength. For many people, Arnold Schwarzenegger personified the rugged masculine fitness of the 1970s. Schwarzenegger hailed from Graz, Austria, and won his first contests in 1964 at the age of 17. He moved to Munich for advanced training and set his sights on the top European titles. In 1967 he won the NABBA Amateur Mr. Universe, the youngest winner ever. He won the Pro title the following year – and in the two years after that. In 1970 Schwarzenegger defeated his childhood hero Reg Park, who placed second and who anticipated Schwarzenegger's victory when he commented at the 1967 NABBA: "in just two years this kid will wipe the floor with all existing competition. He'll be the greatest!" It was time for America. Joe Weider brought Schwarzenegger to California and became his personal mentor. In 1970 Schwarzenegger won the Olympia. Together they faced a new decade – the decade that would remake bodybuilding as the sport of millions around the world.<sup>9</sup>

In 1972 *Sports Illustrated* assigned Charles Gaines, author of the bodybuilding novel *Stay Hungry*, to report on the Mr. East Coast contest. George Butler handled the photography. Their article was well-received, and it was decided to take on a bigger project: a full-scale documentary on bodybuilding, with emphasis on the contemporary competitive gym scene. Schwarzenegger was chosen as the project's focalpoint. For his part, Arnold saw the merit of the project. Both the book and the film versions of *Pumping Iron* became highly successful crossover projects that helped move bodybuilding into the mainstream of American popular culture. Schwarzenegger's intelligence (he has a business degree from UCLA) and charm made bodybuilding respectable overnight. Quoting Joe Gold again, "People saw Arnold being himself and they said, 'Hey, that guy's normal. He can talk. He

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looks natural.' They fell in love with him and in so doing fell in love with bodybuilding."<sup>10</sup>

### **Weider Moves West**

The fitness craze boomed all across North America and carried bodybuilding with it. Health clubs, fitness centres, exercise equipment, and vitamin supplements proliferated alongside diet foods, diet fads, and diet surgery (liposuction). By the 1960s the Weiders dominated bodybuilding. They published the leading magazines, staged the largest shows, and ran the largest organization. Yet Joe Weider felt that the sport was drifting somewhat, at least commercially. Magazine circulation was stagnant, the new Mr. Olympia contest fell short of expectations, and the IFBB had yet to achieve recognition from international sports organizations. The Weider franchise needed a refresh to align bodybuilding more closely with the fitness wave. Former American bodybuilder Boyer Coe remarked:

It's Joe's uncanny ability to anticipate that has been responsible for bodybuilding's growth and great popularity. It's almost as though he can look into the future, see what the needs are going to be and start fulfilling them. In this way he makes his visions concrete actualities.<sup>11</sup>

In 1972, Joe Weider moved his company headquarters from New Jersey to California. Corporate operations had always been separated by east and west coast divisions, and Weider felt the time was right to relocate the main office to the mecca of muscle. But the move to Los Angeles was more disruptive for company operations than Joe expected. His top editors, Rick Wayne and Bill Starr, took new positions outside of the United States that left Weider scrambling to find replacements. In time, Weider smoothed out the wrinkles and by 1975 circulation doubled. Weider's general interest magazine *Mr. America* outsold his bodybuilding magazine *Muscle Builder* by more than two-to-one, which bothered some of the Weiders more hardcore bodybuilding followers who saw *Mr. America* as watered down.

Weider resolved his dilemma by recasting his magazines yet again. *Mr. America* was scrapped, while *Muscle Builder* broadened its appeal and eventually became *Muscle & Fitness*. This magazine tried to marry bodybuilding with less zealous readers interested in general fitness. This combination provided only a temporary solution. Joe Weider had long recognized, even as far back as the 1940s, that there were different audiences with differing interests. As both the fitness market and the hardcore bodybuilding market grew during the 1980s, Weider dedicated *Muscle & Fitness* to the general interest health and fitness audience and created a new magazine, *Flex*, for “balls to the wall” bodybuilders. *Flex* appeared in 1983 and, like *Muscle & Fitness*, is still going strong.<sup>12</sup>

In the 1970s and 1980s, Weider’s magazines were joined on the newsstands by several other bodybuilding publications. In addition to the continuing publication of York’s *Strength & Health* and *Muscular Development*, Dan Lurie’s *Muscular Training Illustrated*, and John Balik’s perpetuation of *Iron Man* after Peary Rader’s retirement, several new magazines appeared on the newsstands, including some Canadian ventures which, generally, disappeared as the marketplace flooded.<sup>13</sup>

Vancouver produced two magazines. The first, *Looking Good*, tried to take a middle-of-the-road approach by opening its pages to a variety of opinions on issues such as bulk versus symmetry, and by neutrality towards all bodybuilding organizations (although they did offer a general endorsement of “the aims and objectives of the IFBB”). The whole effort, however, seemed to be a designed to promote their own Vancouver competition, the North American Body Building Championships, during the summer of 1977. When the contest was over, so was the magazine. The other Vancouver magazine was *Muscle Canada*, produced by Ray Beck, a veteran bodybuilder and trainer who operated the successful Western Gym. *Muscle Canada* featured reports and articles on bodybuilding, weightlifting, and powerlifting, as well as news from the IFBB and the Canadian Federation of Body Builders and its provincial affiliates.<sup>14</sup>

The true success story, however, is Bob Kennedy. In 1967 Kennedy moved to Canada from Britain. Seven years later he launched his pet

project, *MuscleMag International*. Aside from various articles on bodybuilders and their craft, *MuscleMag* featured a lighter approach to the sport that attracted many readers who were into fitness but not obsessed with reps, set, lats, and delts. By the end of the 1970s, the magazine was not a money-maker. The inflation of the era and the discouraging example of *Looking Good* would have been enough to lead Kennedy to pack it in, but he was steadfast in his dream of making *MuscleMag* a success. By the end of 1979, circulation topped 100,000, but profitability was still another decade away. Today *MuscleMag* is well-entrenched, despite (or perhaps because of) marked changes in content and perspective.<sup>15</sup>

In the 1980s, the Weider company moved beyond traditional bodybuilding products into mainstream health and nutrition. The new products were sold in retail stores like the GNC chain instead of the traditional mail order service. By the end of the decade the company controlled one-third of the billion dollar health food business. A *New York Times* reporter who profiled the company quoted a vice-president as saying "we've been in business for 50 years but we've only been doing business for the last 10."<sup>16</sup>

While Weider phased out its line of barbells and sports equipment in 1994 because of "cut-throat competition," other entrepreneurs moved into the field with new types of workout equipment designed to replace traditional weightlifting equipment. In the mid-1970s, Nautilus, Universal, Isokinetic, and David machines promised much but delivered little. Manufacturers claimed that their apparatus mechanized all the standard moves that bodybuilders utilized in their training without the hassle of changing weights and equipment. They also claimed to incorporate various new principles like "dynamic variable resistance, omni directional, double-direct and rotary resistance," which bodybuilders soon dubbed "dynamic hooley." Weider, Kennedy, and others noted that the "bodybuilding machine revolution" failed to produce a single bodybuilding champion. Although a later generation of workout machines (mainly those designed to exercise the leg muscles) proved useful, bodybuilders stuck with tried and proven methods. With free weights, it was believed, the bodybuilder, rather than the machine, is in charge of his or her per-

sonal development.<sup>17</sup>

### **Expanding the IFBB**

The organizational side of bodybuilding also changed after 1970. The Weiders had formed the IFBB when the AAU tried to shut them out of bodybuilding competition in the 1940s. During the next twenty years, Ben continued to travel, adding more countries whose national bodybuilding organizations became affiliated with the IFBB. By the late 1960s, Ben had signed up forty-three member states (including several in Eastern Europe during the detente years of the Sixties), but this was not enough. Bodybuilding was still held back by its tacky image as a male beauty contest, and no one outside the sport took it seriously. Then, in 1969, Ben seized a golden opportunity to legitimize bodybuilding on a world scale.<sup>18</sup>

Bodybuilding had long been a poor cousin to weightlifting; this had been one of the main grievances between the Weiders and the AAU. Globally, the International Weightlifting Federation (IWF), which controlled all official international weightlifting contests, also sanctioned their own physique contests, including the Mr. World competition. But in 1969, the IWF withdrew from physique contests, leaving the field open to the IFBB. Ben was willing to pay the price.

I saw in international sporting circles the sort of prestige that the ordinary bodybuilder would like to have. We were prepared to give up our authority and set up a democratic organization with proper elections and government to achieve these aims.<sup>19</sup>

Ben worked with Oscar State, secretary of the IWF, to draft a new constitution for the IFBB. A general assembly of international IFBB delegates met in Belgrade in September 1970 to discuss and ratify the new constitution. Twenty-six nations sent representatives from North America, Europe, Asia, and Africa. After five hours of discussion, debate, and amendment the constitution was approved. Oscar State then proposed that Ben Weider be elected as IFBB Life President. The

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records show “The response was immediate and electrifying, as with a roar of applause and acclamation the Delegates registered their approval.” (Ben later declined the title and resolved to stand for re-election with the other officers).<sup>20</sup>

### **The Quest for Olympic Gold**

All this activity simply made the IFBB eligible for its real objectives. In November 1970 the IFBB applied to join the General Assembly of International Sports Federations (GAISF), which coordinates international amateur sports. Then the IFBB affiliated with the International Council of Physical Education and Sport, a UNESCO organization. The ultimate step was Olympic status. The IFBB’s quest for Olympic recognition started almost immediately. In March 1971, at the GAISF congress in Vienna where the IFBB was accepted for full membership, Ben Weider met with Dr. Arpad Csanadi, a delegate from Hungary and a respected member of the International Olympic Committee (IOC). When Weider informed him of the international scope of the IFBB, Csanadi encouraged him to apply for recognition.<sup>21</sup> It was a long wait.

In 1972, at the GAISF International Congress in Lausanne, Ben met with Avery Brundage, the head of the IOC, and with Baron Killanin, his presumed successor (which he was from 1972-1980). Ben was then invited to sit in on the meeting of the IOC executive. Ben remarked that with this one trip, “the IFBB had made more international progress than it had made in the past twenty-five years.”<sup>22</sup>

Unfortunately, it soon became apparent that the IOC would not recognize bodybuilding in the near future. (It would in fact take another twenty-five years to achieve even provisional recognition.) During the 1970s the IOC became concerned about gigantism (the uncontrolled expansion of the games). The danger, as the IOC saw it, was that there would be so many sports in the Games that they would effectively drown out each other. Scheduling pitted one sport against another, with everyone jockeying for prime television timeslots, while commercialization made a mockery of the Olympic ideal of international amateur competition. Under the circumstances, the IOC decided in 1978 to freeze

the number of recognized sports for the next decade. Bodybuilding was out in the cold until at least 1988.<sup>23</sup>

Rather than twiddle his organizational thumbs, Ben Weider decided to try the indirect approach. Many countries around the world created their own regional games incorporating both Olympic and non-Olympic sports. This framework gave bodybuilding an opportunity to work with other sports and sports organizations to demonstrate the popularity of bodybuilding worldwide and the responsible leadership of the IFBB. If the front door was locked, bodybuilding could look through the windows and perhaps enter through the back door. It might take longer, but slow and steady progress had its advantages.

The first step Ben Weider took was to join in the creation of the World Games. At the 1973 GAISF Congress in Oklahoma City the focus was on the problem of the Olympic orphans. At the 1975 GAISF Congress in Montreal, Ben Weider worked with other sports organizations to create an alternative international sporting venue. The result was the World Games, which first took place in Santa Clara, California, in 1981, despite a tempting offer of political and financial support from President Marcos of the Philippines. The World Games served nearly two dozen international sports recognized by the GAISF but not by the IOC. Weider carefully noted that “we have no intention of trying to rival or compete with the Olympic Games. But we see this as an opportunity for these sports with worldwide popularity and acceptance to gather in a festive style world championship.” The sports participating in the first World Games included baseball, badminton, billiards, bodybuilding, bowling, golf, karate, ping pong, softball, rugby, tennis, trampoline, and water skiing. The first World Games of the new millennium took place in Akita, Japan in 2001.<sup>24</sup>

Weider’s first bid to join the Asian Games (1978) and the Pan-American Games (1979) fell through, but in 1979 the Southeast Asian Games agreed to accept bodybuilding in its regional games. In 1985 the Olympic Council of Asia, which oversaw the Asian Games, unanimously accepted bodybuilding for inclusion. And in 1994, the Pan American Sports Organization accepted bodybuilding into the Pan American Games, followed by the Central American Games and the Caribbean

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Games, while in the Middle East the Pan-Arab Games accepted bodybuilding in its competitions. All of these regional Games are affiliated with the IOC, and it was hoped that participation in these competitions would assist in the effort of full Olympic recognition.<sup>25</sup>

In 1996 the IFBB again submitted a formal request to the IOC for Olympic recognition. Noting that bodybuilding is “a *bona fide* sport” with representation on all continents and in virtually every nation worldwide, the submission concluded that “the time has come. It is now time to acknowledge Bodybuilding – and bodybuilders the world over – for what it truly is: a sport deserving Olympic recognition” Mindful of the IOC’s fear of “gigantism,” the IFBB asked only for recognition on a par with other activities accepted by the IOC, such as chess, checkers, volleyball, and ballroom dancing. Recognition would not mean immediate participation in the Olympic Games but would allow bodybuilding status as a demonstration sport.<sup>26</sup>

At its meeting during the Winter Olympic Games in Nagano on January 30, 1998, the Executive Board of the IOC formally decided “to grant recognition to the International Federation of Body-Builders (IFBB) as a Recognized Federation.” The Marqués de Samaranch, IOC President, faxed a copy of the official letter to Ben on the 31st, but an IOC staff member, suspecting Ben might be interested in this decision, telephoned him at 3 am (Montreal time) on January 30 to spread the good news.<sup>27</sup>

Olympic recognition represented a crowning achievement in Ben Weider’s IFBB career, but it was not the only one in his life. In 1975 he received his country’s highest honour, the Order of Canada. In 1984 he was nominated for the Nobel Peace Prize by an impartial professor of Political Science who recognized the scope of Weider’s international organizational efforts. And in 2001 he became a member of the French Legion of Honor in recognition of his lifetime interest in, and research on, Napoleon.<sup>28</sup>

### **AAU and NPC**

When the IWF relinquished its control over physique competition, it opened the door for another organization to assume that responsibility.

The IFBB moved quickly to fill the void. It already embraced physique or bodybuilding associations in dozens of countries and was the logical successor to the IWF. Most national associations chose to affiliate with the IFBB, with one noticeable holdout – America's AAU. In Canada, the AAUC voted in 1970 to dissolve itself, which it did in 1972, but the AAU hung on for another decade. Its survival was driven by the unrelenting opposition of the Bob Hoffman group to anything connected with the Weiders. Even so, the tide seemed to be turning their way. Several AAU officials supported affiliation with the IFBB, despite Hoffman's objections, and the AAU formally celebrated Ben Weider as it granted him life membership in recognition of his work on behalf of amateur sports. That said, when the AAU Weightlifting Committee met in 1971 to select a new chairman, they chose Bob Crist who supported York and Hoffman over an outspoken York critic and Weider sympathizer, Bob Hise.<sup>29</sup>

Given the division, Ben Weider asked Jack Kelly, President of the AAU, to hold a meeting where the two sides could discuss their differences. When they met in November 1971, Weider's attempt to explain the new democratic structure of the IFBB fell on deaf ears as York loyalists harped on past grievances. The following year Weider tried again, but was rebuffed by Hoffman yet again.<sup>30</sup>

While York held Weider and the IFBB at bay temporarily, the winds of change continued to blow. After the 1972 Olympic Games, momentum gathered in the United States Congress for a restructuring of American amateur sports in order to improve its international standing. The AAU was the obvious target of this effort and Ben Weider took notice:

The United States Government is tired of the AAU. and other organizations that are interested in their own power, and lose sight of the fact that they have been formed to give service, satisfaction and protection to the amateur athlete.<sup>31</sup>

The objective was to break down the AAU into a myriad of organizations, each one responsible for its own sport. There was strong support for this change from gymnastics and track and field. The AAU

attempted to pre-empt outside dictation when it voluntarily decided to restructure its Weightlifting Committee in 1975 into three separate committees. Each one was responsible for a component of the iron game: weightlifting, power lifting, and physique competition. Congress accepted these changes when it enacted the National Sports Act in 1976. Instead of solving the conflict with the IFBB, however, this change exacerbated it.<sup>32</sup> The heart of the problem was a clause hidden in the IWF's decision to relinquish its overall jurisdiction over physique competition at the international level. In that 1969 decision, the IWF granted all national weightlifting federations, such as the AAU, permission to continue control over national physique competition if they chose to do so. Most did not; thirty national federations immediately joined the IFBB. The AAU refused cooperation with the IFBB, and this gave rise to another decade of struggle for control over amateur bodybuilding in the United States. As Bill Starr, former *Strength & Health* editor, wrote in 1972, "the York power structure is the monster that has to be destroyed for the sport to progress."<sup>33</sup>

The AAU fought against the new international status of the IFBB by petitioning GAISF to rescind its recognition of the IFBB because "we don't feel that it is duly organized, nor that the activity of bodybuilding is a legitimate sports activity" (even though they wanted to control it because it was an amateur sport); and when that did not work, Hoffman appealed to the IWF Congress at Munich, with similar results.<sup>34</sup>

At the July 1977 Mr. America contest in Santa Monica, Ben Weider made another appeal for AAU affiliation. He faced the usual staunch opposition from, but acquitted himself well in the eyes of *Iron Man's* Peary Rader, who wrote: "I've never seen anyone go through a session such as he did and maintain his control and calm as well as he did. It must have been a real ordeal, but then Ben thrives on such activities." Although more members supported than opposed the motion to affiliate, the vote was not decisive enough for a constitutional change. The committee did agree to continue cooperation with the IFBB. For Rader it was now not a matter of if, but when: "It is very obvious that changes are going to take place."<sup>35</sup>

Ever persistent, Ben tried again at the AAU Physique Committee's

gathering in January 1978. Meeting behind closed doors and with armed police stationed outside, this time IFBB sympathizers carried the day with a decisive 24 to 5 vote in favour of affiliation. Many recognized that AAU physique contests had vastly improved since the Physique Committee had been cut loose from the control of the Weightlifting Committee, and believed that all-out affiliation with an international bodybuilding association would only improve things further. The “spectacular” 1979 Mr. America seemed to confirm this notion.<sup>36</sup>

The AAU’s IFBB-affiliated successor was the National Physique Committee (NPC). Jim Manion and an able team of colleagues across the United States built the NPC into the largest national bodybuilding organization in the IFBB family. From a few thousand members and one or two hundred contests per year, it has grown into a powerhouse, boasting tens of thousands of members, and hosting a thousand or more events every year. The NPC coordinates the myriad local, state, and regional contests which culminate in the national pro-qualifier events like the Junior USA and Junior National Championships. In two decades the NPC produced such top stars as Lee Haney, Flex Wheeler, Kevin Levrone, Cory Everson, and Kim Chezivsky.<sup>37</sup>

After a decade of bitter struggle it was unlikely that York would give up the ghost so easily. Several diehard opponents of affiliation formed a renegade organization, American Federation of Amateur Bodybuilders (AFBB), while Bob Crist tried to reclaim AAU control over the Mr. America title and to affiliate instead with NABBA in Britain and WABBA in France. But when NABBA boss Oscar Heidenstam split with WABBA, the AAU was left high and dry once again.<sup>38</sup> The vagaries of organizational politics made life difficult for American bodybuilders during the 1970s

### **The IFBB in Canada**

The new structure of the IFBB also impacted on Canada. Given its new international flavour, Canadians did not figure as prominently any longer; the Canadian organization was just one among many national federations in the new organization. The one advantage the Canadian

federation had was the decades of experience in organizing and administering bodybuilding acquired from when Joe and Ben Weider formed the IFBB in 1946. During the following quarter century, Ben created an extensive network of local, regional, and national officials across Canada, so the home of bodybuilding was better prepared than other countries to take on new responsibilities.

In 1971 a number of experienced bodybuilding officials met in Montreal to create the Canadian Body Building Federation (CBBF). The new CBBF had authority to sanction all bodybuilding competitions in Canada, to select Canadian contenders for international contests, to discipline wayward bodybuilders, and to promote the sport throughout the country. The first executive board included Alex Carali, a writer for *Santé et Force* who became president, but soon left Canada to take up a position overseas. Jean Paul Davidson, a longtime activist in Quebec bodybuilding, assumed the presidency. The new board decided to change the name of the organization to Canadian Amateur Body Building Federation (CABBF) and to submit their new constitution (drafted with the assistance of Ben Weider) to the appropriate federal and provincial ministries. By 1975 the CABBF received recognition from the Canadian Sports Federation and from Sports Canada, which provided some financial assistance for organizational work.<sup>39</sup>

Under the new constitution, the Federation became the national coordinating agency for the promotion and administration of bodybuilding at the national level in Canada. Consequently, the CABBF set out to encourage similar provincial federations which would assume responsibility for the sport at the local and regional level. Much of the responsibility for this job fell to Winston Roberts, a native of the island St. Vincent in the Caribbean who came to Canada on a university scholarship to study history at Mount Allison University in Sackville, New Brunswick. Already a bodybuilder, before leaving home Roberts told his mother that "I'm going to meet Mr. Weider." Bodybuilding, rather than history, proved to be his life's work. After graduation Roberts settled in Montreal, where he had already met Ben Weider. Winston became involved with the IFBB, drafting operating rules and regulations governing contests, including posing and judging. In the 1970s, he became general

secretary of the IFBB, a position he held for many years. In this capacity he assisted with the formation of the Canadian and provincial federations by travelling across Canada, particularly during 1974-1975, contacting members of the IFBB and drawing up constitutions for the local organizations.<sup>40</sup>

Seven provincial federations took shape at this time: British Columbia, Alberta, Manitoba, Ontario, Quebec, New Brunswick, and Nova Scotia. Each organization was be responsible for the promotion of, and administration of, bodybuilding within its jurisdiction, with the national federation having ultimate jurisdiction, just as the IFBB could discipline national federations. They sanctioned contests, supported and certified bodybuilders, and carried out drug testing at qualifying competitions. Other than the need to conform to IFBB standards, there was no administrative connection between the CABBF and the IFBB.<sup>41</sup>

Several of the provincial organizations suffered from the perennial problems affecting small volunteer organizations: finances and personality conflicts. Outside of Quebec, where governments have traditionally subsidized sport and recreation organizations, the bodybuilding associations depended on contest sanction fees for their revenue. This income has to cover the costs of administration, of travel for contestants, judges, and other officials, and of drug testing. Given tight budgets, choices were made, and someone inevitably objected to those decisions. In Ontario, for example, conflict became so bad that the national federation withdrew its recognition of the OABBA and supported a new group, Body Building Ontario.<sup>42</sup>

These were teething problems. By the 1990s, organizations were established in all ten provinces, though not all were necessarily active or solvent. Prince Edward Island and Newfoundland held fewer competitions than other provinces, so much so that contestants sometimes travelled to other provinces to find a contest. Meanwhile, Canadians participated in national and international competitions at the amateur and professional levels, though not to the extent that numbers and past history might warrant.<sup>43</sup>

## **PRO Competition**

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With the new prestige of international sports recognition, revitalized national and international federations, and the (belated) affiliation of the AAU, bodybuilding competition entered a new era. At the time there were very few contests at the professional level, and the only ways to earn a living from their sport was to develop instructional courses, open gyms, or write for one of the magazines. None of these activities involved competition, so the end result was that bodybuilders continued to leave the sport almost as fast as they entered. The alternative was to join NABBA or some other organization which offered new contests to enter, but this meant breaking with the IFBB because each organization recognized only its own members. Bodybuilders argued that if the organizations wanted the loyalty of people interested in making money they should offer more competitive events. A case in point was Serge Nubret, a top European bodybuilder and former IFBB Vice-President who was suspended for “hard-core pornographic activities” which he claimed were the only way he could make a living as a professional bodybuilder. He joined NABBA, and eventually created his own short-lived organization in France, WABBA (discussed earlier), which he tried (unsuccessfully) to merge with NABBA and later with the IFBB.<sup>44</sup>

In 1975 Arnold Schwarzenegger, along with Reg Park, himself the owner of several gyms in South Africa, submitted a proposal to the IFBB Congress in Pretoria that called for more professional level competitions. The IFBB Congress agreed to set up a Special Committee to promote professional bodybuilding. Park, Schwarzenegger and Franco Columbu were given the responsibility of representing the interests of professional bodybuilders in the IFBB. At the same time, Joe Weider proposed that the IFBB restructure its contests to include a group pose-down in which the top three contestants in each category would appear together on stage and pose competitively against each other – “battle of the biceps” like the one that helped Arnold to win the Olympia over Sergio Oliva. Joe also proposed to drop the height categories and use weight instead. Thirdly he proposed to drop the overall “Mr.” titles from contests: “our stars are not beauty contestant finalists. They are champions of their sport.” Soon the international landscape was littered with various national, regional, and continental championships

like the Asian, European, North American, and Commonwealth Championships. And lastly, Joe opened the door to a new system of scoring contestants by proposing the placement system instead of the current points system. All of these changes would make bodybuilding more competitive for the bodybuilders and the fans, and would enhance the popularity of the sport, in Joe's view.<sup>45</sup>

Competition at all levels – amateur and professional, local, regional, national and international – fell victim to shortcomings among judges. Judging is problematic for many sports because the losers can dispute the verdict. But in more subjective sports such as bodybuilding, where standards are in the eye of the beholder, there can be major differences between and among judges, contestants, and audience. Ben Weider acknowledged the problem long ago: judges may be biased, incompetent, or overruled by the contest promoter who wants his own favourite to win. Weider questioned several judging decisions at all levels up to the Olympia. Consequently, one of the first things the new IFBB decided at its Belgrade Congress was to implement procedures to ensure that judges were competent and impartial. Judges were selected by the IFBB Judges Committee from lists of candidates submitted by the national federations, and are chosen on the basis of experience and with an eye to a broad mix of nations to preclude bias. Standard tests were developed for prospective judges to ensure they understood the basics of contest organization, the standard height/weight/physique ratios, and the overall judging criteria used to differentiate between contestants. The ultimate control was peer pressure: by using measures like dropping the highest and lowest scores the IFBB hoped to encourage uniformity in judging. Unfortunately this procedure sometimes degenerated into "groupthink," and this eventually led the IFBB to replace the points system - which led to virtually everyone getting the same score - by the placement system, which forced judges to make up their mind by assigning each individual contestant to one specific ranking. But even this system cannot guard against bias for (or against) top stars whose reputation precedes them.<sup>46</sup>

Joe and Ben Weider also endorsed the idea of more professional contests, starting with the American Pro Bodybuilding Championship,

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the Night of Champions (which became an annual ritual in New York), and the World Cup - all in 1978. Then, in order to meet the demand for more top-level competitions without sacrificing quality, Ben Weider devised the Grand Prix Circuit in 1979. These new contests were opened to professionals, but promoters were allowed to top up the roster with qualified amateurs to ensure a full slate for competition. The Circuit gave bodybuilders more contests to enter and more prize money to win. Ben Weider also arranged sponsors for more seminars taught by top stars, and for more television opportunities. Soon there were dozens of pro-level contests everywhere.<sup>47</sup>

The Grand Prix Circuit quickly demonstrated its international popularity during the 1980s and 1990s. From 1980 through 2000, 22 countries and 59 cities hosted 108 Grand Prix events, with stronger North American representation in the Eighties (including Montreal in 1984) than in the Nineties, when Europe became the principal venue; Britain, Germany, and Spain together have hosted more Grand Prix events than the United States.

The Grand Prix contests produced similar results as the Olympia. In some two decades and 108 competitions, eight individuals won 66 of the contests. Top Grand Prix stars include Kevin Levrone (13 wins); Vince Taylor (11); Dorian Yates (8); Ronnie Coleman, Chris Dickerson, and Lee Labrada (7); and several other stars with more than one victory to their credit, including Rich Gaspari, Al Beckles, Boyer Coe, Nasser El Sonbaty, Gary Strydom, Casey Viator, Samir Bannout, Nimrod King, and Flex Wheeler. Several of these men further decorated themselves by winning the Olympia title as well: Chris Dickerson, Samir Bannout, and Dorian Yates.<sup>48</sup>

### **Mr. Olympia**

Although Joe Weider had great hopes for the Olympia, not everyone else did. For years only a few bodybuilders dared to enter the contest. In 1965, Larry Scott faced just two rivals. He won easily that year, less so the following year. In 1966, Scott repeated but faced real competition from Sergio Oliva, a Cuban weightlifter who defected at a competition

in Jamaica and moved to America. Oliva combined huge mass with a trim waist for an overall impression of raw power. He had an ego to match. Oliva gave Scott a tough fight, but the premier Mr. Olympia held his title. However, the struggle with the brash Oliva persuaded Scott to retire.

Suddenly Sergio had arrived on the scene and injected conceit and total disrespect into a contest which had before been governed by unspoken rules of the highest regard and respect for each other.<sup>49</sup>

With no Scott, the path was cleared for Oliva. After winning the IFBB Mr. Universe at Expo 67 in Montreal, Oliva showed up at the Olympia raring to go. He won the title in 1967, again in 1968 (with no challengers), and in 1969, losing in 1970 to his 1969 challenger, Arnold Schwarzenegger, who now won the title and held it consecutively through 1975.<sup>50</sup>

For the next several years the Olympia became a clash of titans. Schwarzenegger, later wrote that "Oliva was so good he could beat you in the dressing room if you weren't careful." Psychological tricks became almost as important as physique poses to capturing the Olympia crown. Schwarzenegger studied films of Oliva's routine to prepare him for the 1970 competition and planned poses to present dramatic contrasts to whatever Oliva did.<sup>51</sup>

Oliva did not take defeat lying down. When he realized he could not regain the Olympia title, he chose other avenues of attack. In 1973 he appeared at the Mr. International contest in Mexico where he won the title but failed to persuade Arnold to compete against him. In September Oliva appeared at Dan Lurie's Manhattan contest on the same day as the Olympia, which gave Arnold the title and Joe a chance to crow about the man he backed.

Arnold was "Super Arnold, September 8, 1973!" Greater than when he beat Sergio in years gone by, and by God Almighty, the best built of the 50-billion men who have trod the Earth since time began!<sup>52</sup>

Schwarzenegger's retirement after his 1975 victory led to changes that opened up the Olympia and made it the top contest of its type in the world. Schwarzenegger took an active role in the IFBB Pro Bodybuilder division, and assumed responsibility for promoting the Olympia in the late-1970s. As part of his promotional effort he persuaded, pressured, pleaded, and cajoled fellow pros to enter the Olympia and make it the true pinnacle of bodybuilding competition. On the stage, Arnold's absence allowed Franco Columbu, the Sardinian Strongman, to win the title over six other contestants after placing second the year before. Columbu became the first short man to win the Olympia after years of dominance by taller men with seemingly more impressive physiques.<sup>53</sup>

The 1980 Olympia remains the most controversial ever. After a five-year absence Schwarzenegger made an unexpected last-minute entry in the competition. Although he trained immediately before the show, that could not make up for five years away from pro competition. The contestants, the audience, the magazines all booed the judges' decision to give Schwarzenegger his seventh Olympia title (a record that stood for a decade until Lee Haney broke it). The following year another scandal occurred when Columbu made a comeback and also won the title despite his less than impressive condition because the judges were "afraid to destroy a legend."<sup>54</sup>

In 1982 the IFBB introduced a new scoring system which forced judges to assign a specific placing for each contestant rather than giving everyone 19 out of 20 points. Now the winner of the Olympia had to be someone demonstrably superior to everyone else. This allowed the contest to fulfil its mission to honour the best-of-the-best. The new Olympia appealed to fans, contestants, and promoters alike.

In later years other problems arose in connection with the Olympia. Given the tendency for only a few genuine stars to show up, promoters started relaxing the standards for contestants in order to have an impressive number of contestants, if not a number of impressive physiques, on stage. This diluted the quality of the Olympia. In 1985 the IFBB tightened the rules so that the supplemental contestants must have won a national or regional contest in order to be eligible for the Olympia.<sup>55</sup> Scott, Oliva, and Schwarzenegger established the tradition of winners

holding the Olympia for several years. In a three decade span, there would be only nine different Mr. Olympias (all of whom attended the anniversary contest in 1995). Lee Haney dominated the 1980s, winning the Olympia from 1984 through 1991. Dorian Yates took over for the 1990s. His retirement gave Ronnie Coleman a chance to assume top spot for the rest of the decade. The supremacy of such impressive champions might have deterred potential contestants, but the energy and excitement of an Olympia is palpable – just the kind of masculine celebration Joe Weider wanted it to be.<sup>56</sup> Having satisfied the male bodybuilders, the IFBB then faced complaints from some women bodybuilders.

### **Ms. Olympia**

The first competition for women bodybuilders took place in Canton, Ohio, in 1977 and quickly started a trend. The first National Women's Physique Championship took place a year later. The IFBB sanctioned George Snyder's Best in the World contest in 1978, and set up a Women's Bodybuilding Committee under Christine Zane. Snyder promoted the first Miss Olympia. Here, too, the trend was for one star to hold the title for several years: Cory Everson (six years); Lenda Murray (six years); and Kim Chizevsky (four years). Other prominent winners include Carla Dunlop and Rachel McLish. In Canada the first national contest took place in Vancouver in 1981, and was followed by many more bodybuilding and fitness shows for women and mixed pairs during the 1980s, before stumbling in the 1990s. One Canadian star, Victoria Pratt, landed a career in Hollywood, appearing on syndicated shows like *Xena* and *Cleopatra*. But over the years the IFBB watched, first with pride and then with apprehension, as female bodybuilding became increasingly unfeminine.

The concern the Weiders felt with "overmuscular" women entering the new contests reflected the concern of many sports fans that women bodybuilders were no longer feminine. As Rick Wayne said in an interview with George Butler, producer of *Pumping Iron II*, a film that celebrated women's bodybuilding, "I think the whole idea of body-

building is to enhance what is male and what is female in the majority of eyes. Otherwise you're encouraging freaks." Conversely, proponents defended women's right to develop "muscles to compare with a male bodybuilder's." When ESPN televised the 1991 Ms. Olympia, their mainstream sports audience who tuned in for a "swimsuit issue" type of competition were "disgusted" with what they saw. More importantly, the IOC did not like what they saw. Their revulsion over female bodybuilding jeopardized the IFBB's bid for Olympic recognition. A crackdown on "overmuscular women" took place by means of stricter steroid testing and strict but controversial judging, such as the 1992 Miss International show where one contestant shouted obscenities at the judges and got a standing ovation.<sup>57</sup>

Women also found themselves criticized for being too feminine. Female contestants brought thong-style swimsuits into their stage performances and centerfold-style magazine shoots. Ben Weider cautioned women that "bathing suits that expose their anatomy more than is required" would embarrass the IFBB in its quest for Olympic recognition and respect. The IFBB passed a rule that required the female competitor to wear a swim suit "that covers the buttocks and the front section of her abdomen," and banned the "moon pose." But the rules applied only to IFBB sanctioned competition; women still appeared in the magazines and videos wearing shoestring thongs.<sup>58</sup>

### **The Serpent in the Garden**

The perceived problems with women's bodybuilding reflected unperceived but equally fundamental problems with male bodybuilding. Regrettably, bodybuilding's golden era soon became tarnished by the corrosive effect of another side of life in the 1970s – drugs. Bob Hoffman's staff physician, Dr. John Ziegler, brought steroids to the American weightlifters. By the late-1960s many lifters began drugs regimens; the IWF disqualified three-fourths of its 1970 medal winners for taking amphetamines (there were no tests yet to detect steroids). At the same time, sympathetic discussion of anabolic steroids crept onto the editorial pages of *Strength & Health* and evoked strong reader reaction.

At one time, *Strength & Health* stood for physical fitness, for overall health, for moral leadership. Why does Mr. Hoffman, the man of many labels, not stand up for the things he has fought for all these years. Even Joe Weider has come out time and again in total opposition to the drugs.... Get rid of the old blood at *Strength & Health*, and the drug advocates and the advocates of the indirect destruction of amateur sports.<sup>59</sup>

Anabolic steroids cause the body to retain nitrogen which improves protein utilization and increases muscular growth. It is not a miracle worker. Drugs speed up natural processes in an unnatural way. After a month on steroids, bodybuilders notice an apparent increase in strength and muscle size. After that point, the effect of steroids becomes counterproductive as the body stops gaining and actually loses some of what it has gained, causing the ambitious bodybuilder to increase the dosage or to take other forms of drugs. This results in an ever-accelerating rebound effect with all of the notorious side-effects of steroids, including liver and kidney impairment, testicular atrophy, impotence, "roid rage," and death. The stars that used steroids and survived used them not to build muscle mass but to "train down" just before competition. The danger comes with young athletes anxious for instant perfection who decide to ignore decades of bodybuilding experience and go for a quick fix, and then another and so on. When the IFBB first tried to study the effects of steroids, they found that they could not use bodybuilders as test subjects because the government limited test levels of steroids to 10mg per day and most bodybuilders were taking up to five times that much. This is not bodybuilding, this is Russian Roulette.<sup>60</sup>

Steroids changes personalities as well as physiques. From being "the sport of gentlemen" where "each man admires the efforts of every other man so we don't have poor sportsmanship," today people talk about "the assholes of bodybuilding" where the trainee working out at the gym is "like a ticking bomb, liable to explode in your face if you as much as ask him the time;" where a contestant who doesn't win re-

fuses to shake hands with the winners but prefers to display “a total lack of sportsmanship” by shunning their rivals, turning their backs on the audience, mooning the judges, smashing trophies, and yelling obscenities at everyone within earshot, while their fans assault the fans of rivals and, in one notorious case, proved their point by murdering a rival fan.<sup>61</sup>

The IOC opposition to drug use among athletes led to drug testing at the Olympic Games starting in 1976. At the Montreal Games, weightlifters had more positive test results than did athletes in any other sport. York defended its team by claiming that steroids were not “illicit” like marijuana and that the weightlifters did not want to cheat, they just wanted to win. The IOC policy affected regional competitions like the Pan-American games as well. Testing not only penalized the athletes caught but made the public aware of the extent of drug use among amateur athletes, and called the Olympic ideal into question.<sup>62</sup>

As an internationally recognized sports organization with aspirations for Olympic acceptance that is stigmatized by blatant steroid use among its athletes, the IFBB introduced its own drug testing program. Mandatory testing started in the 1980s, and hit the professional level at the 1985 Miss Olympia contest. Dr. Bob Goldman, author of the investigative journalism into steroids, *Death in the Locker Room*, headed up the IFBB program.<sup>63</sup>

These tentative first steps did not satisfy all of the member federations of the IFBB, and some of them called for more extensive testing, but this was deferred out of concern for the costs of testing and of possible lawsuits. The costs would be borne by contest promoters, and since tests might scare off top stars, the promoters stood to lose revenue. The dilemma posed by testing seemed to require an all-or-nothing approach: test everyone or test no one. Since the latter option was out of the question as long as the IOC maintained its drug policy, the IFBB and other sports organizations struggled to find an affordable way to police their sport without killing the goose that laid the golden eggs.<sup>64</sup>

In 1987, the IFBB directed all national federations to implement steroid testing in their (amateur) competitions. In 1988 Terry Todd, a

former power lifter who went on to earn his doctorate, nudged the IFBB to extend testing to the pro level competitions, including the Olympia. The IFBB decision to test for steroids at all pro competitions in 1990, including the Olympia, brought “a large round of applause and an almost unanimous vote of approval” from pro bodybuilders, who welcomed testing if it equalized the field of competition. Even greater enforcement came after the IFBB received provisional recognition from the IOC in 1998.<sup>65</sup>

The responsibility and the cost of administering the IFBB drug policy fell on the national federations, who often could ill-afford it since their revenue derived from contest fees and the national federations had few pro-level contests with their higher sanction fees. The result was an on-again, off-again yoyo policy of drug testing. When the Canadian federation adopted a strict policy, it caught and demoted many stars whose absence reduced the appeal of Canadian competitions. When they adopted a more relaxed policy of occasional or random testing, they made a sham of the system, since a winner who tested positive and lost his title would be replaced by a second-place winner who had not been tested. The whole business messed up life in the CABBF for nearly a decade.<sup>66</sup>

By the late-1990s, several provincial organizations and contest promoters took an alternate course and started hosting natural contests in an effort to encourage more bodybuilders to train and compete drug free. In 1998 the Quebec Federation staged the first Canadian Natural Bodybuilding and Fitness Championship, with every contestant tested for drugs. But the second time around the cost factor proved too much, and only the top three winners in each class were tested. One encouraging sign was that the natural contestants appeared to be equal in physique to untested contestants at other competitions.<sup>67</sup>

The continued presence of steroids and newer drugs at premier competitions like the Mr. Universe and the Mr. Olympia, threatened to sidetrack the IFBB bid for full IOC recognition. On the other hand, the prospect of Olympic gold and the lucrative endorsement contracts associated with it led some established champions to turn in their pro cards voluntarily and start over by retraining drug-free as amateurs in

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order to qualify for Olympic competition. It has been clear all along that drug-free sports depends on drug-free athletes. The question remains whether enough bodybuilders will accept the challenge, or will continue to do whatever it takes to win. The example of athletes in other Olympic sports provides little hope that this will happen.<sup>68</sup>

Steroids persist because some bodybuilders believe they are essential for development. They turn to steroids, and the "chemically produced grotesqueness" makes them look like "a human anatomy chart." Joe Gold lamented the trend.

These kids, they come in here and the first thing they want to know is what stars will be training today.... Well, now they come up with their next question, "Where can I buy some steroids?" I mean, it's enough to make you puke.<sup>69</sup>

### **Body Image and Bodybuilding**

The steroid problem also reflects a perennial debate over the right body image for bodybuilders. In the nineteenth century, strongmen, (and women) were a mainstay of circuses, carnivals, and vaudeville, but while people admired the strong performers no one wanted to look like them. The great accomplishment of Sandow was that he made muscular strength physically attractive, and thereby created the sport of bodybuilding. From his time onward, the primary goal of bodybuilders was (until recently) the building of an attractive physique. For generations Charles Atlas symbolized "perfect manhood." In the words of a young fan, "Atlas was a beautiful specimen compared to today's muscle men. No gruesome knots, no grotesque, overdeveloped pectorals, simply a man who had harmoniously developed his body."<sup>70</sup>

Military service during the Second World War introduced many young men to weight training and bodybuilding. Moving in and out of Southern California, Florida, and Hawaii exposed millions of men and women to a lifestyle that emphasized physical appearance, especially on the beach. When Steve Reeves, a former soldier and Muscle Beach devotee, won the Mr. America contest in 1947 he embodied the new image of attractive physical strength and fitness that dominated the post-war

generation and inspire men and boys from Muscle Beach to Montreal to become as fit and attractive as possible. As Larry Scott, the first Mr. Olympia, wrote, "We used to wonder what it would be like to be like Steve Reeves - the best looking, best built man God has ever created."<sup>71</sup>

The post-war proliferation of bodybuilding contests started the deterioration in standards as it soon became apparent that fans cared only for "the hardest muscularity" combined with "big size." The age of supplements allowed bodybuilders to pack on massive weight more quickly than before, while magazine hype continued to push the biggest men as the best men. This trend coincided with steroid availability and added a whole new dimension of massive muscles defined by shape, cuts, proportion, vascularity and density. Traditionalists argued for the aesthetic Reeves look as "the epitome of male physical perfection," and claimed that muscle-mad fans and judges were "making a mockery of bodybuilding and the art form that is physique competition!" Reg Lewis, along with Rick Wayne and other bodybuilding writers, argued that their sport would never become popular unless bodybuilders conformed to the public image of balanced physical development embodied so perfectly by Reeves. "We must strive towards maintaining the highest standards of male beauty if bodybuilding is to be accepted by the public; if bodybuilding is to survive."<sup>72</sup>

By the 1970s, however, Joe Weider clearly identified with the stars rather than the novices. He targeted his magazines for "men who want big powerful muscles," and the public be damned. "I think it's about time we became proud of what we do. Bodybuilding is filled with the best developed most muscular and strongest men who ever walked the face of the earth."<sup>73</sup> The fitness boom of the 1970s expanded the popularity of bodybuilding enormously just when the macho movies of the era distorted the image of masculine fitness beyond recognition. Bodybuilding today accommodates both the millions of fitness fans who, like the traditional novices, only want to improve themselves in strength and health, and the thousands of hard-core bodybuilding fans whose ideal of fitness is "to become the biggest and hardest mother one can become." Once again, bodybuilding became a divided sport as fitness

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bodybuilders found themselves tarnished by the stigma of steroids associated with competitive bodybuilding, just as the Reeves generation of bodybuilders felt cramped by Olympic weightlifting. The IFBB has tried to meet the challenge via IOC standards on both amateur and professional bodybuilding, but the extent of the problem and the costs of testing make this battle practically unwinnable. It might be time for the sport (at least on the amateur level) to revert to the standards of the golden age of Steve Reeves and focus on naturally developed fitness, symmetry, and radiant good health rather than the “vein-ridged weirdos and freaks.” As Terry Todd wrote in *Iron Game History*, “how ironic it is for a man to take steroids so that he can stand on a posing platform as a symbol of health.”<sup>74</sup>

## ***Endnotes***

### **List of Abbreviations**

IGH	Iron Game History
MB	Muscle Builder
MP	Muscle Power
MBP	Muscle Builder & Power
MF	Muscle & Fitness
MTI	Muscle Training Illustrated
MMI	Muscle Mag Illustrated
PC	Physical Culture
SDP	Santé et Développement Physique
SF	Santé et Force
SH	Strength & Health
TMC	Todd-McLean Collection
YP	Your Physique

## Endnotes Chapter 1: Inspiration

1. Arnold Schwarzenegger and Bill Dobbins, *Encyclopedia of Modern Body Building* (New York: Simon and Schuster, 1985), p. 31 (Q1). See also David Webster, *Body Building*, p. 29; Kenneth R. Dutton, *The Perfectible Body: The Western Ideal of Male Physical Development* (New York: Continuum, 1995), pp.105, 115, 165; Michael Anton Budd, *The Sculpture Machine: Physical Culture and Body Politics in the Age of Empire* (Houndsmill: MacMillan, 1997), p. 44; The general appreciation of Sandow's physique was not universal. Vern Bickel wondered "how anyone in his right mind can state that Sandow really looks as good as Ross, Reeves or Grimek is beyond me.... To me Sandow even lacked a basic symmetry in being so short legged and rather narrow shouldered." Letter from Vern Bickel to Peary Rader, reprinted in "A Reply to Harry Paschall," *Iron Man*, August-September 1953, p. 51. See also p. 8 note 13 below.

2. David Chapman, *Sandow the Magnificent*, pp. 8-9; David Webster, *The Iron Game*, p. 10; Joe Roark, "Factoids," *Flex*, February 2001, pp. 232-233. On Attila see Kin Beckwith and Jan Todd, "Requiem for a Strongman: Reassessing the Career of Professor Louis Attila," *Iron Game History* (July 2002), pp. 44-46.

3. Chapman, *Sandow*, pp. 25, 28, 31.

4. Chapman, *Sandow*, p. 49, quoting G. Mercer Adams, *Sandow's System of Physical Training* (New York: Tait and Sons, 1894), p. 111. See also David P. Willoughby, "Eugene Sandow: A Pioneer 'Superman'," *MMI*, Spring 1977, pp. 100-104.

5. "Letters from Readers: Witnessed Sandow's Act," *SH*, August 1948, p. 9 (Quote). Also: Chapman, *Sandow*, pp. 56-57, 77, 97; Josh Buck, "Sandow: No Folly with Ziegfeld's First Glorification," *IGH*, May 1998, p. 29; Budd, *Sculpture Machine*, p. 40; Kenneth Dutton, *The Perfectible Body: The Western Ideal of Male Physical Development* (New York: Continuum, 1995), p. 121. Although still photographs lend support to Sandow's reputation, the newly restored turn-of-the-century

film suggests that sceptics may indeed have sharp eyes. See "Eugene Sandow on Film" online at: «[www.sandowmuseum.com/threefilms.html](http://www.sandowmuseum.com/threefilms.html)»

6. Chapman, *Sandow*, pp. 70-71, 109, 129-135; Jim Murray, "Arthur Conan Doyle a Sandow Pupil," draft manuscript article (undated).

7. Quotes from Chapman, *Sandow*, pp. 130, 134. Also: David Webster, "The Saga of Sandow's Statuette," MF, July 1978, pp. 50-51; Dutton, p. 121.

8. Advertisement for Proctor's Theatre, *Montreal Gazette*, November 2, 1901 (Q1); "Sandow Heads Good Card: Modern Hercules Gives Exhibition at Proctor's Theatre," *Montreal Gazette*, November 5, 1901 (Q2-3). See also W.A. Pullum, "Sandow's Momentous World Tour," *Health & Strength*, November 29, 1962, pp. 10-12, 14.

9. Dutton, p. 105 (Q1); David P. Willoughby, "Eugene Sandow, A Pioneer 'Superman'," MMI, Spring 1977, p. 103 (Q2). See also Chapman, *Sandow*, pp. 162, 187-88; Ray Van Cleef, "Strongmen Around the World," SH, October 1948, p. 15; Ray Van Cleef, "Strongmen the World Over," SH, August 1949, p. 16.

10. Bernd Wedemeyer, "Bodybuilding in Germany in the Late Nineteenth and Early Twentieth Centuries" (transl. Anthony Hatwood), IGH, August 1994, pp. 4-7; Sig Klein, "Strongmen I Remember Best: SiegmundBreitbart," SH, October 1958, pp. 42-44; David Webster, "SiegmundBreitbart," *Sons of Samson*, available online as "American Strength Legends at «<http://www.mcshane-enterprises.com/ASL/breitbart.html>»; Sharon Gillerman, "Samson in Vienna: The Theatrics of Jewish Masculinity," *Jewish Social Studies* Vol. 9, No.2 (2003), pp. 65-98; Ed Spielman, *The Mighty Atom: The Life and Times of Joseph L. Greenstein* (New York: Viking Press, 1979); "George Hackenschmidt" in Joe Weider, *The IFBB Album of Bodybuilding All-Stars* (New York: Hawthorn Books, 1979), p. 8; Otto Arco, "My Tribute to Pandour," SH, January 1942, p. 9; David P. Willoughby, "History of American Weight-Lifting," YP, June 1949, pp. 24-25, 43; Wainwright Evans, "Rolandow - Essence of Concentrated Force," PC, August 1922, pp. 36-39, 113-115, 117-118 (Q); Harry Good, "Life Story of Arthur Saxon Strong Man

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of Germany," SH, April 1936, pp. 23, 43, 46-47, 50; William Oliphant, "Facts in the Life of Arthr Saxon Strong Man of Germany," SH, May 1936, pp. 10-11, 35; Oliphant, "Closing Chapter - Arthur Saxon," SH, June 1936, pp. 15, 40-41, 50; Leo Gaudreau, Herman Saxon, Kurt Saxon," YP, October 1949, pp. 20-21, 29; Gaudreau, "The Original Saxon's [sic]: European Novelty," YP, November 1949, pp. 28-29, 31; Bob Hasse, "A Farewell to Kurt Saxon," SH, January 1953, pp. 36, 56. On the Nordquest brothers see Alan Calvert, "What Makes an Athlete? A Study of Adolph Nordquest," PC, February 1922, pp. 53, 129-131, 134-136; Sig Klein, "My Quarter Century in the Iron Game," SH, June 1944, pp. 18-19, 36, 48; David P. Willoughby, "The History of American Weight-Lifting: Some Early Milo Bar-Bell Stars," YP, September 1949, pp. 8-9, 40-42. For the women performers like Sandwina and Minerva see M. Alison Kibler, *Rank Ladies: Gender and Cultural Hierarchy in American Vaudeville* (Chapel Hill: University of North Carolina Press), pp. 51, 227; Steve Wennerstrom, "Women's Bodybuilding: The Beginning," Flex, January 1984, pp. 25-27, 74; Wennerstrom, "History of Women's Bodybuilding: The Early Contests," Flex, March 1984, pp. 64-66; George Butler, *Pumping Iron II* (New York: Simon & Schuster, 1984), pp. 24-29.

11. Ben Weider, "L'enfance de Louis Cyr," SF, April 1985, pp. 52-53; H. Russell, "Louis Cyr: One Strong Canadian," *The Beaver*, August-September 1998, pp. 22-23.

12. Russell, pp. 24-25; George Jowett, "The Strongest Man That Ever Lived," YP, December 1942-January 1943, p. 17; Leo Gaudreau, "Louis Cyr: Canadian Samson," *Mr. America*, December 1952, p. 52. For the Ste. Cunégonde episode see Charles Collins, "The Strongest Man Who Ever Lived," SH, August 1935, p. 68; David Norwood, "The Legend of Louis Cyr," IGH, April 1990, pp. 4-5.

13. Martin Franklin, "Horace Barre, Quebec Hercules," MP, September 1948, pp. 18, 44; Ben Weider, *Les Hommes Forts du Quebec* (Montreal: Editions du Jour, 1973), pp. 31-34; see also the later edition: Ben Weider and E.Z. Massicotte, *Les Hommes Forts du Québec*

(TroisPistoles: Éditions Trois-Pistoles, 1999). Martin Franklin, a law student and bodybuilder in Montreal, gathered much of the historical information on Cyr for articles in the early Weider magazines.

14. Collins, "The Strongest Man Who Ever lived," SH, October 1935, pp. 14-15, 45.

15. Russell, p. 28; Gaudreau, p. 53; Martin Franklin, "Le Dernier Match de Louis Cyr," SF, May 1949, pp. 25-28; Bachtell, p. 25. The most complete account of Cyr is the book by Ben Weider: *The Strongest Man in History: Louis Cyr, 'Amazing Canadian'* (Vancouver: Mitchell Press, 1976). Weider's book has been reissued by Iron Mind Enterprises, Nevada City, California (2001). On the museums see "Inauguration officielle du 'Musée Louis Cyr'," SF, February 1986, pp. 38-39. Many of the items in the museums were donated by Dr. Gérald Aumont, Cyr's grandson.

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«[www.canoe.ca/SlamWrestlingBios/baillargeons.html](http://www.canoe.ca/SlamWrestlingBios/baillargeons.html)»

17. Dave Webster, *Body Building*, p. 24; Robert Ernst, *Weakness is a Crime: The Life of Bernarr MacFadden* (Syracuse: Syracuse University Press, 1991), pp. 32-35. William R. Hunt, *Body Love: The Amazing Career of Bernarr MacFadden* (Bowling Green, OH: Bowling Green State University Popular Press, 1989), p. 10; Whorton, *Crusaders for Fitness*, pp. 296-298; Ernst, pp. 32-35.

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18. For the various articles cited see *Physical Culture*, 1906, *passim*. Ernst, p. 21 cites MacFadden's motto. See also Dave Webster, "Bernarr MacFadden," *Body Building*, p. 25.

19. Ernst, p. 118; Hunt, p. 21; Jan Todd, "Bernarr MacFadden: Reformer of Feminine Form," *Journal of Sport History* (Spring 1987), pp. 63-64. On Zongar see Dave Webster, pp. 28, 90. George Larkins starred.

20. Ernst, p. 21; Todd, pp. 63-64.

21. MacFadden, *The Virile Powers of Superb Manhood: How Developed, How Lost: How Regained* (New York: Physical Culture Publishing Company, 1900), pp. 11, 78.

22. *Virile Powers*, pp. 17-19, 21-22.

23. All quotes from *Virile Powers*, pp. 15, 78, 110-111.

24. "Organize, Organize Everywhere," PC, May 1902, p. 99; "Physical Culture Society Notes," PC, August 1906, p. 129; "Branches of Proposed International Society of Physical Culture, PC, January 1906, p. 71; Photo Caption, PC, September 1905, p. 256.

25. "The Physical Culture City: What Some of our Readers Have to Say About the Proposed City," PC, October 1903, pp. 347-348.

26. Clement Wood, *Bernarr MacFadden, A Study in Success* [American Newspapermen, 1790-1933] (New York: Beekman Publishers, 1974; reprint of the 1929 edition published by L. Copeland, New York), p. 107 (Q1); Bernarr MacFadden, "Physical Culture City Criticized," PC, August 1908, p. 216 (Q2); Hunt, p. 41 (Q3). For William C. Call and the Common Sense movement see Cec Cinder. *The Nudist Idea* (Riverside CA: The Ultraviolet Press, 1998), pp. 499-500; Ernst, pp. 44-46; "Bernarr MacFadden - Weakness - a Crime!," online at «[www.riverflow.com/MacFadden3](http://www.riverflow.com/MacFadden3)». Physical Culture City was located along Daniel Road on the outskirts of Spotswood, New Jersey. See "History of Spotswood," online at

«[www.injersey.com/day/story/0,2379,242598,00.html](http://www.injersey.com/day/story/0,2379,242598,00.html)» When MacFadden's dream city collapsed Peter Schweikert set up a more orthodox health camp on Spotswood Lake (now DeVoe Lake) which operated from 1913 until 1939. See "Borough of Spotswood Homepage" online: «[www.spotswoodboro.com](http://www.spotswoodboro.com)»

27. Hunt, pp. 31, 35-36, 54; Ernst, pp. 28-29; 113-114; "Health and Recreation," PC, August 1907, pp. 109-110; "Magnificent Home for Physical Culturists," PC, September 1907, pp. 161-162.

28. "The Great Physical Culture Exhibition," PC, February 1904, p. 115 (Q1); Webster, "Bernarr MacFadden's First Competition," *Body Building*, p. 42 (Q2); Dutton, *The Perfectible Body*, p. 128.

29. John Grimek, "Biographies: Old Timers Column," SH, February 1942, p. 7; Ray Van Cleef, "Strongmen the World Over," SH, December 1949, p. 25; David P. Willoughby, "Keeping the Record Straight," *Mr. America*, October 1952, pp. 42-43; David Webster, pp. 42-43; Jan Todd, "Bernarr MacFadden," p. 72; Kibler, *Rank Ladies*, p. 51.

30. Todd, pp. 61, 72; Ernst, Pp. 41-43; Hunt, p. 4.

31. MacFadden published a whole series of articles on the vice crusader: MacFadden, "Comstock, King of the Prudes." PC, January 1906; Henry Ferguson, "Is Anthony Comstock Insane?," PC, October 1906; "Anthony Comstock in Very Hot Water," PC, December 1906. Quotes are from the Ferguson article. See also Hunt, p. 4; Todd, "MacFadden," p. 72.

32. On the postwar contests see: "\$1,000.00 for the Most Handsome Man," PC, February 1921, p. 52. For examples of ads see the following: "Are You All In? Strongfortism Will Pull You Out," PC, July 1920; "America's Best Director of Physical Education" (Liederman), PC, February 1921; "Shake Hands with Mr. Goodman!" (Milo), PC, February 1922.

33. TMC: Peary Rader Correspondence, Leo Gaudreau to Peary Rader, 24 January 1979. For Earle Liederman's anxiety over the rigid

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judging of his wife's appearance by sundry spectators see Liederman, "Bernarr MacFadden," MP, March 1956, p. 38.

34. Charles Kupfer, "Il Duce and the Father of Physical Culture," IGH, January 2000, pp. 3-9. For a general discussion of fitness and fascism see J. A. Mangan (ed), *Superman Supreme: the Fascist Body as Political Icon*. For the New York walk-about see "MacFadden Runs Walking Derby," *News Week*, May 18, 1935. The march took place in early May 1935 and was covered by no less a paper than the *New York Times*. For the York reaction see "S&H Leaguers Notes," SH, August 1936, p. 28.

35. On MacFadden's later antics see Dave Webster, *Bodybuilding*, p. 28; and for Peary Rader's commentary see "In Memoriam: Bernarr MacFadden," *Iron Man*, December 1955-January 1956, p. 33.

36. Donald Harrison, "The Biography of Lionel Strongfort," *Strongfort's Monthly*, August 1920, pp. 234-238 (Q1); Harrison, "Lionel Strongfort in Spain," *Strongfort's Monthly*, September 1920, pp. 251-253 (Q2-3).

37. Verne D. Rowell, "The Sensational Story of Lionel Strongfort," *Strongfort's Monthly*, February 1920, pp. 103-105.

38. Lionel Strongfort, "Sexual Vice and Youthful Errors, and How They Should Be Dealt With," *Strongfortism*, November 1919, p. 36 (Q).

39. "Testimonial Letters From Successful Strongfort Pupils All Over the World," *Do It With Muscle!*, p. 57 (Q1); "Personal Opinions of Strongfort Pupils," *Strongfort's Monthly*, August 1920, p. 240 (Q2). See also "Testimonial Letters From Successful Strongfort Pupils All Over the World," *Do It With Muscle!* *passim*. For a recent history of natural treatments of constipation and other nineteenth-century complaints see James Whorton, *Nature's Cures: The History of Alternative Medicine in America* (New York: Oxford University Press, 2002).

40. Fred R. Howell, "Dynamic 'Doc' Tilney," MMI, December 1977, p. 95. On Strongfort's retirement see "Strongmen the World Over," SH,

March 1950, p. 36. George Jowett commented on Strongfort's abortive comeback in a letter to Ottley Coulter: TMC: 12 December 1955.

41. Kenneth Terrell, "The Liederman Story," MP, December 1949, pp. 14-15, 32-33; Leo Gaudreau, *Anvils, Horseshoes and Cannons* (Alliance, Kansas [sic]: Iron Man, 1978) p. 80; Leo Gaudreau, *Anvils, Horseshoes and Cannons* p. 73.

42. TMC: Ottley Coulter to George Jowett, 1 December 1944 (Q).

43. Earle Liederman, *The Secrets of Strength* (New York: Earle Liederman, 1925), pp. 12, 20, 34-35, 126. Quotes from pp. 185 and 88, respectively.

44. Terrell, "The Liederman Story: Part Four," MP, November 1949, p. 47; Gaudreau, *Anvils*, pp. 62, 81 (Q1); TMC: Peary Rader Correspondence: Earle Liederman to PEARY RADER, 1 May 1925; Peary Rader, "Editorial: Looking Back," *Iron Man*, February-March 1952, p. 7 (Q2).

45. Gaudreau, pp. 75-76; Terrell, Part Four, p. 48. David Webster, p. 61; TMC: mGeorge Jowett to Ottley Coulter, 28 August 1944; 1 December 1944; 20 March 1935; 16 October 1935; Ottley Coulter to George Jowett, 4 February 1938; George Jowett to Ottley Coulter, 10 September 1967.

46. TMC: Earle Liederman to Peary Rader, 1 May 1925; Earle Liederman, "The Magnificent Steve Reeves," MTI (March 1967), pp. 26-29.

47. Charles Gaines, *Yours in Perfect Manhood, Charles Atlas: The Most Effective Fitness Program Ever Devised* (New York: Simon and Schuster, 1982), pp. 17-20. Joseph Russotto, "Charles Atlas: King of the 'Muscle Builders'," MMI, September 1979, p. 13-14; Millard Bennett, "Inspiration: The Story Behind the Legend," MF, October 1981, p. 151.

48. Gaines, pp. 49, 57-59; Russotto, p. 73. Posing for artists and sculptors became a way of life for bodybuilders from Sandow to Sansone and beyond. Ray Van Cleef posed for the statue of Prometheus

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in Rockefeller Center, with facial detail provided by the artistic model Leonardo Nole. And Muscle Beach devotee Russ Saunders posed for Salvador Dali. Martha Deal, "Who Posed for the Statue of Prometheus?," IGH, May-June 2000, pp. 34-35.

49. Gaines includes a photograph of the train stunt on p. 77. See also Donne Hale, "Charles Atlas Today," *Iron Man*, May 1955, p. 8.

50. TMC: Coulter-Jowett, 19 October 1937. Tilney boasted about his role in creating the Atlas program to anyone within earshot. Interviews - René Léger, Tony Lanza (Montreal).

51. Fred R. Howell, "Dynamic 'Doc' Tilney," December 1977, p. 95; TMC: Coulter-Jowett, 19 October 1937. The Atlas course and follow-up letters are in the Ottley Coulter Papers, Todd-McLean Physical Culture Collection, University of Texas - Austin. On the actual training programs of Atlas compare Angelo Siciliano, "Building the Physique of a 'Greek God'," PC, November 1921, pp. 36-39, 103-104; and Bennett, "Inspiration," p. 151 with Charles Atlas, "Every Man, Every Day, Should Do These," PC, February 1936.

52. Atlas, quoted in "Body Building," *Fortune*, February 1947, p. 162. See also Gaines, pp. 65, 69, 82; TMC: Jowett to Coulter, 7 February 1939, 19 July 1939; Russotto, p. 14. Tilney was not the only fitness aficionado interested in nudism. Dick Bachtell, a York weightlifter, also helped to set up a club in Florida.

53. "S&H Leaguers' Page: Editorial Reply," SH, November 1936, p. 6 (Q1); John D. Fair, *MuscleTown USA: Bob Hoffman and the Manly Culture of York Barbell* (University Park, PA: Pennsylvania State University Press, 1999), p. 56 (Q2); "Letters From Readers," SH, November 1937, p. 7 (Q3); Steve Stanko, "Self-Improvement Stories," SH, May 1946, p. 16 (Q4).

54. J. Müller, "Perfect Development," *Superman*, March 1941, p. 155 (Q). Müller was the author of a very popular training book, *My System*. See also TMC: Jowett to Coulter, 18 March 1940.

55. On the Florida years see Donne Hale, "Charles Atlas Today," *Iron Man*, May 1955, pp. 6-9. For obituaries on the partners see: "Charles Atlas, the Body-BUILDER and Weightlifter, Is Dead at 79," *New York Times*, 24 December 1972; "Charles Roman, the Brains Behind the Brawn, Dies at 92," *New York Times*, 20 July 1999. The webpage is at: «[www.charlesatlas.com/html](http://www.charlesatlas.com/html)»

56. For a monumental (800-page) account see Irwin Porges, *Edgar Rice Burroughs: The Man Who Created Tarzan* (Provo: Brigham Young University, 1975). For a somewhat briefer sketch of Burroughs' career see: "Edgar Rice Burroughs (1875-1950)," online: «[www.kirjasto.sci-fi/erburrou.htm](http://www.kirjasto.sci-fi/erburrou.htm)»

57. Dutton, pp. 153-158; Walt Morton, "Tracking the Sign of Tarzan," in Pat Kirkham and Janet Thumim (eds), *You Tarzan: Masculinity, Movies and Men* (London: Lawrence and Wishart, 1993), pp. 112-113.

58. Thorton Delahanty, *New York Evening Post*, quoted in Mrozek, "Sport in American Life," in: Kathryn Grover, ed: *Fitness in American Culture*, p. 39; Charles Padolsky, "Our Super Swimmers," *PC*, October 1922, pp. 38-39, 125, 128-130; Norman Miller, "Johnny Weismuller: World's Fastest Swimmer and Screen Tarzan," *SH*, June 1937, pp. 26-27, 40-42; George Lowther III, "Johnny Weismuller," *YP*, March 1948, pp. 8-9, 43.

59. "Buster Crabbe," *YP*, December 1945-January 1946, pp. 16, 55; Jim Murray, "New Screen Tarzan," *SH*, September 1955, pp. 12-13, 42; "Gordon Scott: The Magnificent Tarzan," *Mr. America*, November 1960, pp. 12-13, 42-44; Denie, "The Tarzan Blueprints," *MMI*, August 1976, pp. 40-45.

60. There would be more than 150 films of this type in the first five years of the Sixties alone. Dutton, p. 161.

61. Gene Jantzen, "Steve Reeves: Mr. America 1947," *MP*, December 1947, p. 27; George E. Greenwood, "Reeves' French Victory," *SH*, November 1948, pp. 10-11, 30; Ed Yarick, "The Steve Reeves I Know and Remember," *MMI*, May 1976, pp. 33-37; John Little, "The Steve

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Reeves Dig: Archaeology in a Garage!" *Flex*, November 1994, pp. 71-74, 76. For a complete account of Reeves' life and career see Chris LeClaire, *Steve Reeves: Worlds to Conquer*. An Authorized Biography (South Chatham, MA: Monomoy Books, 1999).

62. Ed Thériault, "Steve Reeves: The Mr. America Who Made His Muscles Pay Off," *Mr. America*, May 1958, pp. 10-12, 48-49; Denie and E.P. Bigelow, "History of the Muscle Movies: Hercules Unchained," *MMI*, Fall 1974, pp. 46-54, 73. Tony Lanza suggested Reeves to Francis's daughter (interview, 1998). For a brief overview of Reeves' life and career see Denie, "The Steve Reeves Cult," *MMI*, August 1976, pp. 14-20. On Clint Eastwood as a bodybuilding movie star see Bill Dobbins, "Make Your Day - With Exercise," *MF*, January 1988, pp. 60-63.

63. Dave Webster, "Movies and Muscles," p. 78; Denie and E.P. Bigelow, "History of the Muscle Movies," *MMI*, April 1975, pp. 35-40; David Gentle, "Reg Park," *MMI*, October 1989, pp. 76-82. Since the recent film *Gladiator* Roman-style swashbuckling has enjoyed a renaissance of sorts. See for example David L. Chapman, *Retro Stud: Muscle Movie Posters from around the World* (Portland, OR: Collectors Press, 2002).

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68. Ken Chowder, "Muscle Beach," *Smithsonian*, pp. 126-127; Marla Matzer Rose, *Muscle Beach* (Los Angeles: LA Weekly Book for St. Martin's Griffin, 2001), pp. 81-82. Harold Zinkin's account of the good old days (*Remembering Muscle Beach*) brought fond reminiscences from readers, including some Canadians who recalled spending their childhood summers on the beach with Uncle Russ Saunders. See the "customer reviews" on Amazon.com's buying information page for Zinkin's book. The definitive history is Jan and Terry Todd's *Muscle Beach: Birthplace of Modern Fitness* (Syracuse: Syracuse University Press, forthcoming).

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## Endnotes Chapter 2: Organization

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4. Whorton, *Crusaders*, p. 284; Doug Bryant, "William Blaikie and Physical Fitness in Late Nineteenth Century America," IGH, July 1992, pp. 3-4; David Chapman, "Making Muscles: Bodybuilding before the Weider Principles, MF, July 1988, pp. 237-238; Blaikie, *How to Get Strong and How to Stay So* (New York: Harper, 1898), pp. 53-54. Dio Lewis made physical training available to women at this same time. Jan Todd, *Physical Culture*, Chapter 8: "Dio Lewis and the New Gymnastics," pp. 211-238; Whorton, *Crusaders*, pp. 275-277.

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6. Alan Calvert, *Super-Strength* (Philadelphia: Milo, 1924), pp. 8 (Q3), 102 (Q1), 169 (Q2). For an assessment of Calvert's system see David P. Willoughby, "Alan Calvert's Teachings vs Modern Methods," *Iron Man*, May 1955, pp. 22-24, 47-48. On the background of barbells see Joe Roark, "Bodybuilding's Original Tools," *Flex*, November 2002, pp. 348-349.

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9. Webster, *Body Building*, p. 59; Webster, *Iron Game*, pp. 114-115; Fair, "George Jowett," p. 4. For background on Jowett see: Earle Liederman, "Strong Men I Have Known," YP, October 1947, pp. 16-17, 38-39; "George F. Jowett: Where Is He Now?," Letter from William Dillabough to Peary Rader, reprinted in *Iron Man*, August-September 1958, pp. 32, 37-38, 54, 62-63; Ben Weider, "IFBB News and Notes," MB, June 1962, pp. 11, 60. Jowett's ads for Pullum appeared in *Strength Magazine*; see for example July 1921, p. 47.

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12. John D. Fair, "Father-Figure or Phony? George Jowett, the ACWLA and the Milo Barbell Company, 1924-1927," IGH, December 1994, pp. 14, 16; TMC: Jowett-Coulter, 10 September 1967 (Q). Jowett's "Nazi" terminology reflects anxieties in the U.S. about the antics of the German-American Bund. On Klein see Vic Boff, "Sig Klein (1902-1987): A Legend Passes On," published in *Natural Strength* and reprinted online at <naturalstrength.com/skleinpasses.htm>

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20. "Editorial: One Year Ago and Now," SH, December 1933, p. 1.

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28. *Muscle town*, p. 81, 141.

29. "York Athletic Supply Company," advertisement, SH, March 1943; *Muscle town*, p. 133.

30. "A Real Success Story" (advertisement), SH, December 1971 (Q1-2). On the fine art of concocting Hi Proteen see: Jim Murray, "More Memories of Bob Hoffman," IGH, January 1994, p. 6; Fair, *Muscle town*,

pp. 173, 208. For problems with other (unadvertised) ingredients see Fair, p. 333

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32. Willoughby, "History of Olympic Weight Lifting," *Mr. America*, September 1952, p. 9; Fair, "Philadelphia," p. 5.

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34. Willoughby, "History. 12: American Weightlifting during the 1920s," p. 36; *ibid*, "14: Progress from 1933 to 1938," January 1950, pp. 22, 40. Today the two olympic lifts are the snatch and the clean-and-jerk. For a basic how-to definition see "How to Snatch" and "How to Clean-and-Jerk," both on the USA Weightlifting webpage at:

«<http://www.usaw.org/chalk/snatch.htm>» and

«<http://www.usaw.org/chalk/cleanjerk.htm>»

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46. George Walsh, "The Mr. Universe Contest," SH, October 1948, p. 12.

47. Walsh, p. 10 (Q). For a recent account of the 1948 contest see Joe Roark, "A History of the Mr. Universe Contest, Part Two: 1948 - London, England," IGH December 1994, p. 26; Rick Wayne, *Muscle Wars: Behind the Scenes in Competitive Bodybuilding*, (New York: St. Martins Press, 1985), pp. 63-69. For a retrospective see Joe Weider, "Bodybuilding Legends: John Carl [sic] Grimek," MBP, February 1977, pp. 40, 105-106, 111.

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49. "Letters from Readers," SH, June 1937, p. 7 (Q1); William Oliphant, "The Barbell," *Body Builder*, September 1936, p. 37 (Q2). Also: "Success Stories," SH, November 1939, p. 33; "Letters from Readers," SH, January 1940, p. 9; *ibid*, p. 33; "Success Stories," SH, June 1942, p. 33; "Letters from our Readers," SH, March 1943, p. 5; "Self-Improvement Stories," December 1944, p. 30; *ibid*, March 1952, p. 25; See also Robert Kennedy, "Bruce Page: in Memoriam, 1924-1992," MMI, November 1992, p. 215. On women lifters at the 1948 Quebec provincial weightlifting competition see "Let's Gossip: The Canadian Side of Things," MP, March 1949, p. 32.

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51. "Weightlifting News: Toronto-Akron Contest," SH, August 1934, p. 23.

52. "Reports of Lifting Shows and Events: The York Toronto Weight Lifting Contest," SH, October 1935, p. 29; *ibid*, "1936 Canadian National Exhibition Championships," SH, November 1936, pp. 29-30 (Q); Harry Good, "Gordon Venables, Weight Lifting Champion," SH, November 1935, pp. 20-21, 45; William Oliphant, "Around the World with Weightlifters," YP, June-July 1947, p. 49.

53. "Records Broken: Weight Lifters at C.N.E. Do Some Heavy Lifting," *Toronto Telegram*, 9 September 1936; "Reports of Lifting Shows

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and Events: 1936 Canadian National Exhibition Championships," SH, November 1936, pp. 29-30; "The New 'Toronto-York Team!'," SH, November 1936, pp. 30-31.

54. AAUC, *Minutes of the Annual Meeting*, 1937, pp. 13-14; "Lifting News: Canadian National AAU Weight Lifting Championships," SH, November 1937, p. 8; "Behind the Scenes," SH, December 1953, p. 44 (Q1); "The Barbell," *The Bulletin*, January 1938, p. 5 (Q2); "Seven Records Set at C.N.E.," *Toronto Telegram*, 7 September 1937 (Q2); "Weightlifting News: Summary of North American Championships," SH, December 1938, p. 6; "Behind the Scenes," SH, December 1953, p. 44; "New Records Set by Weightlifters," *Toronto Telegram*, 6 September 1938 (Q3).

55. "Weightlifting News: "5th Canadian National Exhibition Weightlifting Championships," SH, November 1939, p. 4 (Q); *ibid*, "1939 North American A.A.U. Championships," SH, October 1939, pp. 4-5.

56. "Letters from our Readers," SH, February 1948, p. 8. During the summer of 1940, as Hitler's armies were sweeping across Europe, Hoffman published two articles which asked, "Are the Germans Superior?" Hoffman answered his question affirmatively, but his point was that if the Germans were superior, it was because they had invested in national physical fitness, and that was something that any country could and do, and should do, with or without war. Bob Hoffman, "Are the Germans Superior?," S&H, July 1940, pp. 19, 39-41; *ibid*, August 1940, pp. 10-11, 37-39.

57. "Weightlifting News: The International Weightlifting Championships." SH, October 1940, p. 4.

58. "Breaks Weight Lifting Marks," *New York Times*, 4 September 1940.

59. "Iron Grapevine," S&H, May 1943, p. 48; William Oliphant, "The Barbell," YP, December 1945-January 1946, pp. 37, 57; Steve Stanko, "Self-Improvement Stories," SH, November 1946, p. 23. 60. Ray Van

Cleef, "America Wins International Contest," SH, October 1946, pp. 24-25 (Q1-3).

61. "5 Records Broken in Canadian Meet," *Montreal Gazette*, 3 September 1946; Adrien Gagnon, "Tournoi National des Poids et Halteres," SDP, October-November 1946, pp. 58-59.

62. "Montreal Adonis' Bulging Biceps Earn Him Title over Five Others," *Montreal Gazette*, 2 September 1947 (Q); "Résultat du Concours M. Canada," SDP, October 1947, p. 19. On Léger's background see E.M. Orlick, "Rene Leger: A Weider Pupil Wins 'Mr. Canada' Title," YP, January 1948, pp. 10-11, 34; "Le Champion René Léger," SDP, February 1951, pp. 6, 14. Léger has naturally black hair, but his girlfriend at the time preferred blonds. Interview - Tony Lanza, René Léger (Montreal).

63. "Weight-Lifting Team Decided," *Montreal Gazette*, 24 May 1948; AAUC, *Minutes of Annual Meeting*, 1948, p. 104.

64. Lionel St. Jean, "Canadian Weightlifting Team," *Canada Competes at the Olympic Games, 1952* (Montreal: C.O.A., 1952), p. 95 (Q). On Gratton see Alan Paivio, "Gerald Gratton, Canadian and British Empire Champion," MP, March 1954, pp. 42-43, 71-72. On St. Jean see "S&H Leaguers' Page: A Leaguer from Montreal," SH, June 1937, p. 6; Lionel St. Jean, "Nouvelles de la 'Province of Quebec Weightlifters Association'," SDP, 1946, p. 59.

65. Leo Aquino, "Doug Hepburn 'Canadian Hercules'," SH, July 1951, pp. 10-12; "Championships at Vancouver," SH, August 1949, p. 47; Ray Beck, "Can He Become the Strongest Man Who Ever Lived," *Iron Man*, February-March 1951, pp. 6-7; R. Beck, "Hepburn Speaks," *ibid*, August-September 1954, pp. 16-17, 43; Beck, "How Hepburn Trains for Power," *ibid*, January 1956, pp. 28-30, 43; OsmoKiha, "Doug Ivan Hepburn." online at «[www.naturalstrength.com/hepburn.html](http://www.naturalstrength.com/hepburn.html); "The Steel Spiel! with Doug Hepburn," online:

«[www.cyberpump.com/interviews/interview081.html](http://www.cyberpump.com/interviews/interview081.html)» (Q). Another B.C. weightlifter who seldom received his due was Maurice Jones. See

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David Chapman, "Pumping Iron: The Development of 'Physical Culture' in the Pacific Northwest," *Columbia*, Fall 1992, p. 37.

66. Charles Smith, quoted in Leo Gaudreau, *Anvils, Horseshoes, and Cannons*, Vol. I, p. 107 (Q1); Ray Van Cleef, "Strongmen the World Over," SH, March 1951, p. 24 (Q2) Aquino, p. 38; Joe Weider, "Is Doug Hepburn the Strongest Man in the World?," YP, January 1952, pp. 35-36.

67. Earle Liederman, "*Muscle Power* Congratulates Doug Hepburn for his New World's Press Record," MP, November 1951, p. 5 (Q1-3); "The 1951 Senior National AAU Weightlifting Championships," YP, October 1951, pp. 15-18; "The 1951 Mr. America Contest: Pictorial Results," *ibid*, pp. 10-11, 50; Charles A. Smith, "Doug Hepburn Says: 'A 400 Pound Clean and Press is Possible... and I'll Do It!'," MP, June 1954, p. 64.

68. Dave Webster, "Doug Hepburn - an enigma of the Iron Game," in Webster, *The Iron Game: An Illustrated History of Weight Lifting* (Irvine: John Geddes Printers, 1976), pp. 122-123 (Q1); "The Steel Spiel!," online (Q2); Oscar State, "1953 World's Weightlifting Championships," MP, November 1953, p. 82; Clarence Johnson, "World Lifting Championships," *Iron Man*, October-November 1953, pp. 30-31; Harry Paschall, "Iron Grapevine," SH, September 1957, p. 47.

69. "'Muscle Power' Late News Flash Service," MP, April 1954, p. 9.

70. Ray Van Cleef, "Strongmen the World Over," SH, December 1954, p. 22 (Q1-3); Jim Murray, "Doug Hepburn Says ... 'Train for Strength'," SH, December 1954, p. 53; Beck, "How Hepburn Trains," p. 43.

71. Leo Gaudreau, "Douglas Hepburn," in *Anvils*, Vol. I, p. 113.

72. AAUC, *Minutes of the Annual Meeting* (1954), p. 83. Ben told his readers that he registered the "Mr. Canada" title in Ottawa in 1946: Editorial Reply, "Lettres de noslecteurs," SF, January 1953, p. 6.

73. Donald Macintosh and David Whitson, *The Game Planners. Transforming Canada's Sport System* (Montreal and Kingston: McGill-Queen's University Press, 1990), pp. 17-18; Jean Harvey and Hart Cantelon, *Not Just a Game. Essay in Canadian Sport Sociology* (Ottawa: University of Ottawa Press, 1988), pp. 97-99; Donald Macintosh, with Tom Bedeck and C.E.S. Franks, *Sport and Politics in Canada* (Kingston: McGill-Queens University Press, 1987), pp. 66-67, 78.

74. "President's Report," AAUC, *Minutes of the Annual Meeting*, 1969, p. 3 (Q1-2). See also Macintosh and Whitson, p. 18; Keith L. Lansley, "The Amateur Athletic Union of Canada and Changing Concepts of Amateurism," (Ph.D., University of Alberta, 1971), p. 254. The 1970 decision to disband was completed by 1972 when many AAUC records were transferred to the National Archives in Ottawa.

75. "Letters to the Editor," SH, May 1970, p. 9 (Q1); "Editorial: We Had a Meeting," SH, May 1970, p. 5 (Q2); "The Past, Present, and Future of Strength & Health, II," SH, November 1971, p. 7. For further rationalizations of this change in direction see additional editorials in SH, January 1970; December 1970; "Get it Straight," p. 5.

### Endnotes Chapter 3: Innovation

1. "Ben Weider," *Canadian Who's Who* 1999, p. 1317; Michael Bal-lantyne, "The Passions of Ben Weider," *Readers Digest* Canada, June 1995, pp. 80-81; Charles A. Smith, "Master Blaster: An Inside Look," *MMI*, October 1986, p. 23; Personal communication, Ben Weider-Author, 23 June 1998; Interview - Tony Lanza, June 1998; Interview - Ben Weider, June 15, 2000.

2. Quote from *The Weider Brothers: Men of Iron* (Paradigm Pic-tures, 1999; first broadcast on the CBC program *Life & Times* in Febru-ary 1999). See also "Your Editor Confesses," *YP*, July 1949, p. 5; "Weider Enterprises Span the Whole World!," *MB*, September 1961, p. 27; Rick Wayne, *Muscle Wars* (New York: St. Martin's Press, 1985), p. 111; Tim Hoxha, "On This Rock: How Joe and Ben Weider Became the Founding Fathers of Body Building," *Flex*, September 1995, p. 233; Jeff O'Connell, "Weider's Digest," *MF*, July 1999, pp. 194-95; John F. Tristany with Jeff O'Connell, "Joe Weider: The Power, Passion and Vi-sion Behind the Father of Modern Bodybuilding," *ibid*, p. 218. On life in Montreal at the time see Denyse Baillargeon, *Making Do: Women, Family and Home in Montreal during the Great Depression*. Translated by Yvonne Klein.(Waterloo: Wilfrid Laurier University Press, 1999).

3. *The Weider Brothers: Men of Iron* (Q1); TMC: Jowett-Coulter, 25 April 1944 (Q2); John Foster, "How It All Began," *Flex*, June 1985, pp. 50, 96; David Webster, *Body Building: An Illustrated History*, (New York: Arco, 1982), p. 145; Wayne, *Muscle Wars*, p. 111.

4. "Canadian Weightlifting News," *YP*, August 1940, pp. 14-17; AAUC, *Annual Meeting* (1940), p. 16 (Q); Harvey Hill, "Weightlifting Results," *YP*, March 1941, pp. 10-11; Phil Lloyd, "Believe It or Shut Up!," *YP*, April-May 1945, p. 31; George Jowett, "Meet Joe Weider," *YP*, May 1947, p. 47; TMC: Jowett-Coulter, 18 August 1967; Wayne, *Muscle Wars*, p. 112.

5. "Letters from our Readers," *SH*, June 1949, p. 10; *ibid*, *SH*, October 1939, p. 9; "S & H Leaguers' Page," *SH*, April 1942, p. 12; Interview - Tony Lanza, June 1998.

6. Rick Wayne, "A Man & His Dream," MF, August 1981, p. 146.

7. "Your Editor Confesses," p. 5.

8. Wayne, "A Man and his Dream," p. 146.

9. *Weider Brothers*; interview - Tony Lanza (Q). Ben Weider described the layout visually on a recent visit to the family home: *Life & Times of Ben Weider*; Paradigm Pictures.

10. Arthur Dandurand, "I Am Young at Sixty," YP, August 1940, p. 5; Harvey Hill, "That Pressing Problem," YP, November 1940, pp. 6-7; Mac Batchelor, "Dandurand the Great," MB, April 1959, pp. 23-24, 54-56; Joe Weider, "Portrait of a Man," *ibid*, p. 25. *Your Physique* became available across Canada within a few years: see the letter from a Vancouver reader quoted in "Your Training Problems," SH, April 1944, p. 9. Dr. Tilney operated the Miami Strength and Health Club where he gave public lectures and conducted group exercises. "Strength & Health League Notes," SH, January 1936, p. 28; Terry Todd, "Inside Your Physique: A Closer Look at the Magazine that Started It All 60 Years Ago," MF, July 1999, p. 210.

11. Tom Waugh, *Hard to Imagine*, pp. 208-210; Joe Corsi, "Russ Warner, Patriarch of the Physique Photo," MBP, April-May 1978, pp. 54, 93, 95; Webster, *BodyBuilding*, pp. 102-104.

12. Joe Weider presented a medal to Tony with the inscription, "The World's Greatest Physique Photographer. Interview - Tony Lanza, Montreal (Q1-3); "You Ask We Answer," *Mr. America*, December 1952, p. 9; Ben Weider, "L'Extraordinaire Histoire de Tony Lanza," SF, October 1949, pp. 22-23. *Nair* product information confirming the original date of production kindly provided by Caroline Leschuk, Marketing Coordinator, Church & Dwight Canada, communication to author, 20 November 2003.

13. Ben Weider, "L'Extraordinaire Histoire de Tony Lanza," SF, October-November 1949, pp. 22-23; "Tony Lanza," SF, June 1984, p. 42; Weider, "Tony Lanza, Une Légende de son Époque," SF, December

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1988, p. 45; Bob Federline and Jimmy Caruso, "Future Greats," MP, August 1953, p. 62; Webster, *Body Building*, pp. 102-104.

14. Editorial, YP, February-March 1944, p. 3 (Q1); "This is no time to be frail," YP, March 1943, p. 3 (Q2); Editorial, YP, August 1948, p. 5 (Q3).

15. "The old order changeth," YP, September 1946, p. 3; "Sorry" (business notice), MP, November 1946; TMC: Jowett-Coulter, 22 September 1948 (Q1); "Onward and upward with Your Physique," YP, April 1947, p. 7 (Q2); Editorial, YP, February-March 1946, p. 7 (Q3); "Accent on Youth," YP, May 1949, p. 5 (Q4).

16. *Mr. America*, passim.

17. *Fury*, passim 1954-56. For the stories cited see: *Fury*, October 1954; April 1955; October 1954, August 1954, January 1956, October 1955.

18. *Junior Mr. America*, passim; see for example January 1956; February 1956; August 1956.

19. *Mr. America*, passim 1958-1962, including e.g. January 1958, February 1958, May 1958, January 1959, February 1960, May 1960, August 1960, September 1960.

20. *Young Mr. America*, passim. See for example the issues for May-August 1964.

21. "Muscle Power: The World's Leading Bodybuilding Magazine," MP, June 1956, p. 44 (Q1); "Secrets of the Champions: The Body Builders Revolution," YP, November 1950, pp. 9-10, 34 (Q2); "Editorial," MP, February 1949, p. 3 (Q3). Liederman wrote for Weider until 1958, when he joined Peary Rader's *Iron Man* and Hoffman's *Strength & Health*. See for example Earle Liederman, "Who's Who and What's What," a regular feature in *Iron Man* during the late Fifties.

22. *Muscle Builder*, passim.

23. "The Muscle Priority Principle," MP, June 1954, p. 27 (Q1); "Thirtieth Anniversary of the Weider System, 1938-1968," MB, April

1968, p. 7 (Q2); "Weider's 'Triple Progressive' Muscle Building Courses," Chapter Two (Q3). Joe Gold, quoted in "Yesterday, Today, and Tomorrow," MF, January 1983, p. 45 (Q4). See also Webster, *Body Building*, pp. 66, 145; John Tristany and Jeff O'Connell, "Joe Weider," MF, July 1999, pp. 221-222.

24. Gordon Venables, "The Best Bodybuilding System of All," YP, June 1951, pp. 30, 45-46; Joe Weider, "The Most Important Article We Ever Published," MB, April 1955, pp. 26-27, 43. This article discusses a medical review of progressive weight training which Weider reprinted to demonstrate that his system of weight training was scientifically correct. See I.J. MacQueen, "Recent Advances in the Technique of Progressive Resistance Exercise," *British Medical Journal*, November 20, 1954, pp. 1193-1198.

25. Editorial, YP, May 1951, p. 42 (Q1); "Triple Progressive Course," Introduction (Q2-4); "Dear Friend" (Form Letter), reprinted in "Triple Progressive Course," p. 8 (Q5-7).

26. Triple Progressive Course," Chapters One-Six, *passim*; Joe Weider, "Things I Have Learned About Exercise," MB, November 1946, p. 32 (Q1); "The Muscle Priority Principle," MP, June 1954, p. 48 (Q2).

27. "Triple Progressive Course," Chapter Six; YP, June 1951, p. 46.

28. *Ibid*, Chapter Ten.

29. "Triple Progressive Courses," Chapters Eleven-Twelve; Editorial, YP, May 1951, p. 5.

30. Mark Stuart Gill, "There's Gold in Pumping Iron," *New York Times Magazine*, December 3, 1989, p. 70 (Q); "Thirtieth Anniversary of the Weider System, 1938-1968," MB, April 1968, p. 7; "The Muscle Priority Principle," MP, June 1954, p. 27; Joe Weider, "The Weider System: Development of a Training Philosophy," reprinted in *Flex*, May 1995, p. 158. For a recent overview of the Weider System see Rich Gaspari as told to Jerry Brainum, "Starting Out Right: What Every Beginner Must Know," part of a "Superfeature" on "Beginning Bodybuilding" in the December 1988 issue of *Muscle & Fitness*.

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31. See advertisements in YP, MP, MB, and MF, *passim*. For a sample catalog see "Un Assortiment Complet D'Equipement de Culture Physique et de Supplements Alimentaires," in: TMC.

32. "New Breakthrough" (editorial), MB, December 1964, p. 66.

33. John Foster, "The Revolution of '46," Flex, October 1986, pp. 84, 86 (Q); John Tristany and Jeff O'Connell, "Joe Weider," MF, July 1999, p. 220; interview - Ben Weider, June 15, 2000.

34. "International Federation of Body Builders to be Formed," YP, December 1947, pp. 28-29 (Q 1-3); "Sensational Report on the International Federation of Body Builders," YP, May 1948, p. 30 (Q4).

35. John D. Fair, *Muscle town USA*, p. 128; "Sensational Report," p. 30 (Q); "The International Federation of Body Builders Circles the World," YP, June 1948, pp. 30-32; "International Federation of Body Builders: Notes, News, Comments," YP, July 1948, p. 18; "I.F.B.B. Notes and News," YP, October 1948, p. 30.

36. TMC: Jowett-Coulter, 28 August 1944; 17 February 1945; 22 March 1945; 4 December 1958; 20 December 1965; 24 December 1967; "Special Notice," SH, January 1945, p. 34; Frederick Tilney, "Are You Fully Prepared for Marriage?," YP, July 1947, pp. 40-41, 64-65. On Lurie see Warren Frederick, "Dan Lurie: 'The Uncrowned Mr. America'," MTI, April - May 1975, pp. 21, 23. In the Fifties Lurie went on to television as "Sealtest Dan the Muscleman." John Fair, "Hercules Meets Sealtest Dan: The Rediscovery of an Iron Game Icon," IGH, December 2000, p. 28. He published *Muscle Training Illustrated* magazine and hosted his own bodybuilding contests.

37. "Flash," YP, January 1948, p. 9 (Q1); TMC: Jowett - Coulter, 22 September 1948; Jim Baker, "The International Federation of Body Builders Presents 'Mr.Cincinatti of 1948'," YP, August 1948, pp. 16-17, 38-39 (Q2-3).

38. Gaudreau, "Abe Goldberg," YP, October 1948, pp. 10-12, 36-38 (Q); Frederick Tilney, "Results of 'Mr. Eastern North America' Contest,"

YP, October 1948, pp. 10-12, 38-39; Ross Lamoureux, "Le Concours M. Amérique Nord Est," SF, October 1948, pp. 8, 10.

39. "I.F.B.B. Notes And News," YP, November 1948, pp. 16, 30.

40. "I.F.B.B. Notes and News: A.A.U. Attitude Toward Body Builders," YP, March 1949, p. 49.

41. "Results of Mr. America 1949," MP, February 1949, pp. 10, 14-17 (Q 1-3). See also John V. Doucet, "Alan Stephan 'M. Amérique 1949'," SF, February 1949, pp. 5, 7-8.

42. Barton R. Horvath, "The Greatest Event! Reporting on the Mr. North America Contest!" YP, August 1949, pp. 10-13, 28, 38-39 (all quotes); "Le Concours M. Amérique du Nord 1950," SF, August 1949, pp. 10-14. For a brief biographical sketch see David Chapman, "Clancy Ross: The King of Bodybuilders," *Flex*, April 1994, pp. 184-189.

43. Michael Ballantyne, "Passions of Ben Weider," p. 80; Interview - Tony Lanza, June 1998.

44. "Editorial," SF, October 1946, p. 4 (Q 1-2). A French reader from Lille reported finding *Santé et Force* "everywhere" in Europe, including Vienna. "Lettres de nos lecteurs," SF, April 1952, p. 6. Its demise is reported in Garry Bartlett, CC, MMI, September 1991, p. 167.

45. Interview - Adrien Gagnon, June 6, 2000.

46. Gagnon, "Cours de santé et de développement physique," SDP, March-April-May 1946, pp. 16-17 (Q). The course is outlined in: "Santé et Développement Physique," SDP, August-September-October-November 1952, p. 33.

47. Letter, "Les Bienfaits de la Culture Physique," SDP, November-December 1947, p. 32 (Q). On the ads see e.g. *La Presse* of 4 September 1948 and Gagnon's editorial "Notre premier anniversaire," SDP, February 1947, p. 5. Barbell ads appeared in 1947: "Special De Luxe," SDP, July-August 1947, p. 41.

48. "Santé et Développement Physique," SDP, March-April-May 1946, p. 1; "L'Education Physique au Canada," *ibid*, pp. 6, 19-20; "Pour la Propagation de la Culture Physique," SDP, May-June-July 1949, p. 30; "La Conservation de la Santé est un Devoir," SDP, March-April-May 1946, pp. 3-4; Bob Hoffman, "Une bonne alimentation est indispensable pour se développer un physique à l'égal des champions," SDP, April-May-June 1954, p. 10; "Désirez-vous une publication mensuelle?", SDP, January-February 1949, p. 24; Léo Robert, "Ma Méthode d'entraînement," SDP, November-December 1949-January 1950, pp. 13, 23; René Léger and Adrien Gagnon, "Symétrie musculaire," SDP, February-March-April 1950, pp. 8, 19.

From time to time Gagnon contemplated monthly production, but the costs remained prohibitive for a one-man operation which necessarily relied on contributing writers and photographers, including Harvey Hill, Léo Robert, Joffre L'Heureux, Ray Van Cleef, Lon Hanagan, Al Urban, Spartan, and Arax.

49. "Un centre culturiste à Montréal," SDP, July-August 1948, p. 5 (Q); "Institut Culturiste du Prof. Adrien Gagnon," SDP, July-August 1948, pp. 6-7; "Avis Important," SDP, November-December 1951-January 1952, p. 5; "Adrien Gagnon ouvre une Salle de Culture Physique," (advertisement in SDP, Number 48 (1954).

50. "Les Représentants de l'Institut Culturiste au Mont St.-Antoine," SDP, January-February 1949, p. 13; "Pour la Propagation de la Culture Physique," SDP, May-June-July 1949, p. 30; "En Excursion, avec les 'Francs-Amis'," SDP, August-September-October 1949, p. 12; "La culture physique à travers la province," SDP, February-March-April 1950, p. 24; "Les Activités Culturistes à Rimouski" (photo caption), SDP, May-June 1950, p. 18.

51. "Les titres qui seront décernés lors de nos concours," SDP, October-November-December 1950, p. 12; "René Léger, Le Culturiste Le Plus Parfaitement Développé en Amérique du Nord," SDP, January 1951, p. 4; "Rockey Kent, Le Culturiste Le Plus Parfaitement Développé au Canada," *ibid*, pp. 5-6; "Highlights of Canada Show," SH, March 1951, p. 15.

52. "Résultats du Concours M. Lévis," SDP, June-July-August 1953, p. 33; "Nouvelles Culturistes et Halterophiles dans Joliette," September-October-November 1952, p. 41; "M. Ottawa 1952: Claude Bergeron, Un Autre Grand Champion," SDP, August-September-October 1952, pp. 26, 33; "Résultats du Concours 'M. Sherbrooke'," SDP, February-March-April 1950, p. 25; "Jean-Claude Lepage Monsieur Cantons de L'Est - Armand Lacasse L'Athlete le Plus Musclé," SDP, 1954, pp. 21-22; "Pit Lallier 'Monsieur Granby' - Georges Hamel 'L'Athlete Le Plus Musclé'," SDP, Special Issue (#47), 1954, pp. 20-21; "Jean-Jacques Champagne Choisi Monsieur Sorel," *ibid*, pp. 18-19; "Lucien Comtois Choisi Monsieur St. Hyacinthe," *ibid*, p. 15; "Résultats du Concours Monsieur Verdun," SDP, January-February-March 1954, pp. 18-19, 27.

53. "Mise Au Point!," SF, December 1968, p. 30. See Gagnon's web page at: <[www.santenaturelle.ca](http://www.santenaturelle.ca)>

54. "La centralisation de l'organisation Ben Weiderestrealisée," SF, December 1960, pp. 24-26; "Weider Goes 'Wider'," MB, January 1961, pp. 36-37, 64; "Weider Enterprises Spans the Whole World!," MB, September 1961, pp. 23-27, 47.

55. "Grand gala culturiste en l'honneur du Prof. Ben Weider - 23 Juin 1960," SF, August 1960, p. 21; Léo Robert and Roger Girard, "Ben Weideresthonoré," SF, October 1960, p. 8. For a brief biographical sketch of Jean Beliveau see the "Sports Biography" online at: <[hickok-sports.com/biograph/beliveau.shtml](http://hickok-sports.com/biograph/beliveau.shtml)>

56. "Le professeur Ben Weider à l'honneur," SF, March 1963, pp. 29-30; "The Latest Scoop," MB, April 1963, p. 11.

57. Interview - Tony Lanza, June 1998.

58. Paul Desormiers, "Résultats du Concours 'M. Québec' (ville)," SF, January 1947, pp. 31-32.

59. Edward Thériault, "Jeunesse Culturiste du Monde Entier," SF, December 1950, pp. 24-25; "Résultats du Concours 'M. Sherbrooke'," SDP, February-March-April 1950, p. 21; "Résultats du concours 'M.

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Drummondville'," SF, December 1947, p. 27-28; "Monsieur 'Drummondville' estchoisi!!!," SF, June 1953, p. 13; "Le chef de police 'Moquin' accomplit à Drummondville un travail considérable," SDP, November-December 1951/January 1952, p. 11.

60. Yves Thériault, "Concours M. Sorel 1949," SF, May 1949, pp. 23-24; LDNL, SF, January 1953, p. 8; "Jean-Jacques Champagne choisi Monsieur Sorel," SDP, Special Issue # 48 (1954), pp. 19-20; Billy Hill, "Les Résultats Extraordinaires," SF, September 1959, p. 29. On Ethier see the photo caption in SF, April 1952, p. 12.

61. Ben Weider, "IFBB News and Notes," MB, March 1964, pp. 9, 80; Ed Thériault, "Future Greats," MP, March 1949, pp. 14, 35; "The Success Story of Bob McDermott," MB, November 1963, p. 19.

62. "Al Worster of Winnipeg, Man.," photo caption in MP, July 1946, p. 62; "Let's Gossip, MP, March 1949, p. 33 (Q).

63. "Muscle Go Round," MMI, Summer 1975, p. 26; NPC, SF, September 1977, p. 18; Interview - Ray Beck, Richmond, May 2001 (Q).

64. "Jimmy's Body Best-Looking in Canada," *Vancouver Sun*, 2 July 1952 (Q); "Contest Results," SH, September 1951, p. 44; "Big Al Smith of Vancouver, British Columbia, won the Mr. Western Canada title for 1954," photo caption, SH, January 1955, p. 30; Ray Beck, "1970 IFBB Mr. Canada Contest," MBP, March 1971, pp. 24-25, 56-57.

65. See for example "IFBB News & Notes," MB, March 1967, p. 66 (Barrie); Steve Stanko, "Success Stories," SH, September 1952, p. 24 (Hamilton); "Winners of 'Mr. Windsor' Awards, *Windsor Star*, 12 March 1949; Interview, Steve Papp, November 2001; "Readers Round-Up: Mr. Toronto Contest," *Iron Man*, November 1955, p. 37; Heather Rodger, "A Date with Mr. Toronto," *Toronto Star*, 12 December 1961; and for Ottawa, where André Charette hosted many events at Andy's Health Studio, see: PNC, SF, August 1961, p. 15; "Résultats du concours 'M. Ottawa'," SF, September 1961, p. 22; "Meet Richard Meehan," MB, October 1962, pp. 82, 84.

For information on Brantford and southwest Ontario I have relied on the press clippings collected by Jim Papai and on the regular reports in *Iron Man* and *Strength & Health* magazines, as well as interviews with Jim and Julia Papai (October and November 2001) and with Steve Papp (November 2001).

66. "Special Announcement," SF, April 1947, p. 28.

67. *Ibid*; "Tournoi pour le titre 'M. Canada'," *La Presse*, 3 September 1948; Léo Robert, "Bavardons Un Peu," SF, December 1948, pp. 20-21; Ross Lamoureux, "Le Concours M. Canada 1948," SF, December 1948, pp. 5-10.

68. TMC: Jowett-Coulter, 22 September 1948.

69. John V. Doucet, "Qui Sera le Prochain M. Canada?," SF, June 1949, pp. 4-7; Frederick Tilney, "Résultats du Concours 'M. Canada'," SF, October-November 1949, pp. 5-9; Georges Boulanger, "Comment Je Rempartai Le Titre de M. Canada," SF, November 1951, p. 24.

70. Juan Ferraro, "Mes Impressions sur le Concours de M. Canada," SF, January 1952, pp. 7-9.

71. "Prowl Car Cop 'Muscles In' on 'Mr. Canada' Body Award," *Montreal Star*, 3 November 1952 9Q0; "Un Constable devient M. Canada," SF, January 1953, pp. 9-10.

72. RDC, SF, September 1961, pp. 16-17.

73. "John Hazel estchoisi M. Canada," SF, September 1962, p. 23.

74. "Gala Culturiste de 'M. Canada'," SF, October 1965, p. 16.

75. "It's Getting to be a Habit - Weider Men Continue to Win all the Big Physique Awards," MB, October 1957, pp. 18-19, 54 (Q). Silvestre was Mexico's John Grimek in that he won the Mr. Mexico title during three consecutive years, prompting a one-time-only cap on winners. George Redpath, "Bodybuilding Comes to Mexico," *Iron Man*, July 1958, p. 32.

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76. Mark Stuart Gill, "There's Gold in Pumping Iron," *New York Times Magazine*, December 3, 1989, p. 70; Herman Weiskopf, "Be a Take-Charge Blaster!," *Sports Illustrated*, April 6, 1970, p. 35. On Betty Weider see "The Betty Zone" webpage at «bettyweider.com».

77. "Canada to Stage the Greatest Physique Contest in History!," MB, November 1958, pp. 9, 30, 33.

78. "Mexican Named 'Mr. Universe'; Larson Scores," *Montreal Star*, 26 January 1959 (Q); "Musclemen Carry Off Titles in International Bodybuilders' Contest at Monument Nationale" (photo caption), *Montreal Star*, 26 January 1959; "Muscles Unlimited" (photo caption), *Montreal Gazette*, 26 January 1959; "Résultats des Concours: M. Canada - M. America - M. Univers," SF, April 1959, pp. 18-22; "Rôleet Activités de la Federation Internationale des Culturistes dans le Monde," SF, February 1967, pp. 33-34.

79. "Chuck Sipes Wins 'Mr. Universe' Title," *Montreal Star*, 3 October 1960 (Q); Alfred Bismuth, "Résultats des Concours 'M. Amérique' et 'M. Univers'," SF, December 1960, pp. 10-14; Gord Venables, "The Greatest Show on Earth," *Mr. America*, March 1961, pp. 12-17, 43.

80. "Grand Announcement: IFBB Mr. Universe - Mr. America Contest," MB, June 1962, p. 30; Ben Weider, "IFBB News and Notes," MB, July 1962, pp. 13, 62; *ibid*, September 1962, pp. 11, 52; "IFBB News and Notes," MB, October 1962, pp. 11, 68; "Potins - Nouvelles - Commérages," SF, January 1963, p. 22; Ben Weider, "IFBB News and Notes: 1962 I.F.B.B. Mr. America Winners," MB, March 1963, p. 82; *ibid*, "1962 I.F.B.B. Mr. Universe Winners," p. 82.

81. "The Great 1963 IFBB Mr. Universe - Mr. America - Miss Americana Show," MB, March 1964, pp. 12-19, 69-70 (Q); "Résultats des Concours de 'M. Amérique' et 'M. Univers'," SF, December 1963, p. 7; "IFBB News and Notes," MB, April 1964, p. 88.

82. Joe Weider, "A New Contest in the Making September 18th," MB, March 1965, pp. 7, 71-72; Ben Weider, "I.F.B.B. News and Notes," MB, June 1965, p. 89.

83. Rick Wayne, *Muscle Wars*, pp. 20-22 (Q1); Larry Scott, "The Greatest Bodybuilding Event of the Year!!!," MB, October 1965, p. 5 (Q2); Joe Weider, *Mr. Olympia: The History of Bodybuilding's Greatest Contest* (New York: St. Martin's Press, 1983), p. 11.

84. Rick Wayne, *Muscle Wars*, pp. 20-22; Joe Weider, *Mr. Olympia*, p. 11 (Q1-2); "The 1965 IFBB Mr. Universe - Mr. America - Mr. Olympia - Miss Americana Muscle/Beauty Show," MB, January-February 1966, pp. 68-70; Jon Twichell, "Larry Scott, Dave Draper, Earl Maynard Win I.F.B.B. Titles," *Iron Man*, February 1966, pp. 18-19, 54-55 (Q3-4).

85. Joe Weider, "It's Now or Never!," MBP, July 1970, p. 7 (Q); "Sound Off Here," MBP, August 1969, p. 62.

86. Interview - Tony Lanza, 1998.

### Endnotes Chapter 4: Confrontation

1. Letter to the Editor, IGH, March 1991, p. 19.

2. "Errata," SDP, May-June-July 1952, p. 45 (Q); "Grâce au Maître Adrien Gagnon la culture physique fut établi au Canada sur des bases sérieuses et solides," SDP, June - July - August 1953, pp. 7, 40; "Un centre culturiste à Montréal," SDP, July - August 1948, pp. 5-6; "Pour la Propagation de la Culture Physique," SDP, May - June - July 1949, p. 30; "Dis-moi qui tu frequentes," SDP, February - March - April 1950, p. 23. Gagnon borrowed the FIBB anagram from Hoffman. See Alan Carse [pseud.], "The AAU National Convention," SH, January 1949, p. 21. ("Carse" was a pseudonym used by Hoffman; see Joseph Weider, "Farbotnik, Hoffman and Weider," MP, April 1951, p. 41.)

3. Interviews: Ben Weider, Adrien Gagnon: June 2000; Gagnon, "Notre anniversaire," SDP, February 1947, p. 5; TMC: Jowett-Coulter, 20 December 1965.

4. Letter from Alan Stephan to Adrien Gagnon (Q1-2), reprinted - with several other testimonials - in SDP, May-June-July 1949, pp. 22-23, 26, 34, 38. See also Weider's comment in SF, February 1948, p. 5, and Léo Robert, "Bavardons un peu," SF, July 1948, pp. 24-25.

5. "Est-ceune farce?," SDP, November-December 1947, pp. 30-31 (Q1-2); "Est-ce Willy Paquette est coupable?," SF, February 1948, p. 17 (Q2-3); "Lettres de noslecteurs," SF, August 1952, p. 5 (Q4); Editorial comment, "Lettres de nos lecteurs," SDP, August 1952, p. 5. See also Willie Paquette, "He is too fat for me!," MP, May 1948, pp. 7, 39-41.

6. The legend appeared in every issue from 1947 onward (Q2); "L'Institut culturiste du Professeur Adrien Gagnon," SDP, July-August 1948, p. 7 (Q3); "Un centre culturiste à Montreal," SDP, July-August 1948, p. 6 (Q4-5); "Adrien Gagnon, le seul éditeur de revues culturistes en langue française au monde, pouvant de montrer en tout temps surlui-meme les bienfaits de la science qu'il enseigne," SDP, May - June - July 1952, pp. 46-47; "Grâce au Maître Adrien Gagnon,"

pp. 7, 40; "Nouvelles Culturistes," SDP, December 1948, p. 12; "Démonstration de la culture physique," SDP, May-June 1950, p. 11 (Q6-7); Jean-Guy Menard, "La reponse d'Adrien Gagnon à tous nos problemes, SDP, pp. 6-7, 24 (Q7).

7. "L'Institut culturiste," SDP, July-August 1948, p. 7 (Q1); "La culture physique établi," SDP, February-March-April 1950, p. 14 (Q2); "Voici une autre preuve de la valeur du Prof. Adrien Gagnon," SDP, May-June-July 1949, p. 34 (Q3). "Grace a Maitre, "La culture physique fut établi au Canada sur des bases sérieuses et solides," SDP, June-July-August 1953, p. 7; SF, May 1949, p. 18.

8. "Démonstration de Culture Physique," SDP, May-June 1950, p. 11 (all quotes). Jean-Guy Ménard, "La réponse d'Adrien Gagnon à tous nos problemes: La Fédération Canadienne Française des Culturistes," SDP, October - November - December 1950, pp. 6-7, 24.

9. "La culture physique ne doit pas être une école d'immoralité," SDP, June-July-August 1953, p. 8 (Q). The writer in question was E.M. Orlick (who was married - with children): "The True Facts About Masturbation," YP, January 1949, pp. 18-19, 36; "Nocturnal Emissions," YP, December 1948, pp. 16-17, 27.

10. "Attention A. Gagnon," SF, May 1949, pp. 17-18 (all quotes); "Un Défi à M. Adrien Gagnon," *ibid*, p. 17; "Here is Evidence," SH, September 1951, p. 19; "Weider vs Gagnon," SF, April 1953, p. 24.

11. [Dan Lurie], "Dear Bodybuilders," YP, February-March 1946, p. 12 (Q1) Observer, "The Lurie-Grimek Challenge Explodes in Philadelphia," YP, August 1946, pp. 12-15 (Q2); "Army Rejects the 'Most Muscular Man'; Dan Lurie Has a Slight Heart Murmur," *New York Times*, 7 February 1943; Joseph E. Weider, "John Grimek, my competitors, and I," YP, September 1950, pp. 12, 28-29; Fair, *MuscleTown*, pp. 116-17. For a detailed report on the contest see Joe Roark, "Ironclad: John Grimek's Physique Competition," IGH, April 1999, p. 28.

12. Warren Frederick, "Dan Lurie "The Uncrowned Mr. America," MTI, April-May 1975, pp. 21-23, 62; John Fair, "Hercules Meets Seal-

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test Dan: The Rediscovery of an Iron Game Icon," *Iron Game History* December 2000, pp.28-33.

13. Joseph E. Weider, "John Grimek, My Competitors, and I," MP, September 1950, pp. 11-12, 28 (Q). On Lurie and Weider see "Let's Gossip," MP, May 1948, p. 14; TMC: Jowett-Coulter, 20 December 1965; *ibid*, 24 December 1967; Warren Frederick, "Dan Lurie: 'The Uncrowned Mr. America'," MTI, April - May 1975, pp. 21, 23; John Fair, *Muscle town*, p. 260.

14. Letter from LML in Vancouver, reprinted in "Your Training Problems," SH, April 1944, p. 9 (Q1); Letter from WC in St. Thomas, Ontario, reprinted in Steve Stanko's column "Self Improvement Stories," SH, August 1944, p. 30 (Q2); YP, December 1948, p. 25 (Q3); TMC: Jowett-Coulter, 28 August 1944; 22 March 1945; 22 September 1948 (Q4).

15. "Special Notice," SH, January 1945, p. 34; "Canadian Readers," *ibid*.

16. Alan Carse, "The AAU National Convention," SH, January 1949, p. 43 (Q1); "The Future of American Lifting," (Editorial), SH, July 1957, p. 3 (Q2); Weider, YP, December 1948, p. 25 (Q3); "Letters from Readers," SH, September 1958, p. 6 (Q4). See also the inscription on a photograph submitted to S&H by Freddie Bourque of New Brunswick: "Iven't [sic] got no money to spend for Weider's trash and lies." (Photo courtesy of David Chapman.Fair, *Muscle town*, p. 135; "Attention 'S & H' Readers," SH, December 1951, p. 7; "Notice to readers," SH, September 1957, p. 6; Editorial, SH, September 1957, p. 4; "American News Company to end distribution of magazines," *New York Times*, 26 May 1957.

17. Advertisement, SH, May 1943 (Q1); TMC: Jowett-Coulter, 16 October 1935 (Q2); Coulter-Jowett, 19 October 1935 (Q3); TMC: Jowett-Coulter, 19 October 1937 (Q4).

18. Editorial Reply, "Letters from Readers," SH, March 1958, p. 64 (Q1). Hoffman mocked bodybuilders as early as 1940 when he printed

a fake letter from "aenthuziasm dumb bell" who complained that the judges told him "my Muskels were in wrong places." "Letters from our Readers," SH, June 1940, p. 10. "Behind the Scenes," SH, December 1953, p. 44 (Q2-3); *ibid*, March 1952, p. 42 (Q4); "Iron Grapevine," SH, June 1957, p. 57 (Q5); "The Future of American Weightlifting," SH, July 1957, p. 4 (Q6); Paschall, quoted in Joe Weider, "Is it true what they say about Weider?," MB, April 1955, p. 20 (Q7). "Behind the Scenes," SH, May 1957, p. 26 (Q9-11); *ibid*, November 1957, p. 58 (Q8).

19. Harry B. Paschall, "The Principle of Progression," *Iron Man*, March-April 1953, pp. 34-36, 51-52; Paschall, "In Praise of Folly," *Iron Man*, May 1953, pp. 14-17, 49-50 (Q1-6); Rader, "The Set System - Good or Bad?," *Iron Man*, January-February 1950, p. 5 (Q7); Rader, "Editor's Note," *Iron Man*, May 1953, p. 50; Rader, Editorial, *Iron Man*, August-September 1953, pp. 3, 42-45; Leo Stern, "A Reply to Harry Paschall," *Iron Man*, August-September 1953, pp. 24-28, 49-50; "Letter from Vern Bickel," *ibid*, pp. 50-51.

20. Joe Weider, "Harry Paschall, the Peddler of Malicious Misrepresentation," MP, October 1953, pp. 37, 68-69; Weider, "Is it true?," MB, April 1955, p. 20 (Q).

21. Gord Venables, "The Best Bodybuilding System of All!," YP, June 1951, p. 46 (Q1); John Grimek, "Which is the Best Training System?," SH, October 1958, p. 36 (Q2); "You Ask, We Answer," MP, June 1953, p. 13 (Q3). See also Clarence Ross, "The Principles of Power," YP, September 1951, p. 24.

22. "Sensational Report on the International Federation of Body Builders," YP, May 1948, p. 27 (Q1); "The International Federation of Body Builders Circles the World," YP, June 1948, p. 30 (Q2-4).

23. "Official Warning From A.A.U.," SH, April 1948, p. 46 (Q1-3); Alan Carse, "The AAU National Convention," SH, January 1949, pp. 21, 43, 56 (Q4-5).

24. "I.F.B.B. News," YP, December 1948, pp. 24-25 (all quotes).

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25. "The IFBB and The AAU," YP, January 1950, pp. 16-17, 39 (all quotes); Charles A. Smith, "Views of Weightlifting News," MP, July 1950, p. 24.

26. "The Greatest Physique Show of the Year" (advertisement), MP, January 1952, p. 32 (Q1-2); Editorial, YP, April 1952, p. 5; Joseph Weider, "The Greatest Strength Show of Them All!" MP, May 1953, pp. 38, 67 (Q3); "Potins - Nouvelles - Commérages," SF, September 1953, p. 21.

27. Joseph E. Weider, "My Reply to the Mud-Slingers!" YP, June 1950, p. 37.

28. Weider, "Farbotnik, Hoffman, and Weider," MP, April 1951, pp. 29, 40-42 (all quotes); Bob Hoffman, "I Accept The Challenge!" SH, July 1951, p. 46.

29. Hoffman, "I Accept," pp. 9, 46 (all quotes); Joe Weider, "More Mud Slinging," YP, November 1951, p. 31.

30. On the London show see John D. Fair, *Muscle town*, p. 144; TMC: Jowett-Coulter, 10 September 1967; Hoffman. "I Accept," pp. 9, 46 (Q1); "Congratulations, Joe Weider, On Your MANLY Courage!," SH, January 1952, p. 9; Joseph Weider, "Why I Entered the Mr. Universe Contest," YP, February 1952, p. 47 (Q2); Ken Webster, "Muscl'in In," *Health & Strength*, 4 October 1951, p. 21(Q3); Charles A. Smith, "Reg Park Beats the World!," YP, December 1951, pp. 17-18, 39; "Weight Lifting News: Results of the Mr. Universe Contest," SH, December 1951, p. 28 (Q4). Technically, Weider placed fifth, but two contestants tied for second place, putting Weider in fourth place. TMC: Jowett-Coulter, 10 September 1967; Peter McGough, "Was James Bond 007th?," *Flex*, pp. 198-199.

31. Editorial, SH, December 1951, p. 5 (Q); "Forgive Thine Enemies," SH, March 1952, pp. 3, 5. Wortmann died in September 1952. "In Memorial: Dietrich Wortmann," *Iron Man*, October-November 1952, p. 7; Johnny Terpak, "Dietrich Wortmann In Memoriam," SH, January 1953, pp. 37, 56-57.

32. Kenneth R. Dutton, *The Perfectible Body. The Western Ideal of Male Physical Development* (New York: Continuum, 1995), pp. 139-141; Arnold Schwarzenegger, *Encyclopedia of Modern Bodybuilding* (New York: Simon & Schuster, 1985), p. 40.

33. Editorial, *Iron Man*, Vol. 7, No. 5 (1947), p. 5 (Q1); Editorial, *Iron Man*, August-September 1954, pp. 5, 42-43 (Q2); Peary Rader, "Is the Mr. America Contest an Athletic Event?," *Iron Man*, August-September 1964, pp. 7, 59-64 (Q3); Rader, "The Mr. America Contest - What Should Be Done?," *Iron Man*, May 1965, pp. 5, 62-64 (Q4).

34. Peary Rader, "The Mr. America Contest - What Should Be Done?," *Iron Man*, May 1965, p. 5; Leo Stern, "We Need a Commissioner to Clean Up Body Building," MP, December 1955, pp. 16-17, 48-49 (Q1); Charles Smith, "What's Wrong with our Judges?" MP, February 1957, pp. 27, 48 (Q2); Smith, "Views of Weightlifting News," MP, October 1950, p. 20 (Q3). On Stern's AAU career see David Gentle, "Leo Stern," reprinted from *Iron Master* online at [«naturalstrength.com/leo.html»](http://naturalstrength.com/leo.html).

35. Bruce Page, "Who Should Judge Physique Contests?," *Iron Man*, April-May 1956, pp. 54-55 (Q). Page died in 1992. See Robert Kennedy, "Bruce Page in Memoriam, 1924-1992," MMI, November 1992, p. 215.

36. See for example Josh Joshua, "Results of the 1956 Mr. Universe Contests," MP, September 1956, pp. 13, 45; "Echoes of the Mr. America Contest," *Mr. America*, January 1958, pp. 22-23, 56; "Letters to the Editor," MB, December 1964, pp. 90-92; "Joe Weider Speaks Out on the IFBB, FIHC, and NABBA Mr. Universe Events," MBP, January 1965, pp. 5, 65; Rick Wayne with Joe Weider, "My Struggle to Free Bodybuilding," MBP, August 1978, pp. 46-47, 114, 119.

37. Charles A. Smith, "1950 AAU Mr. America Contest," YP, August 1950, p. 4; "Who Should Be MR. WORLD for 1950?," YP, March 1951, pp. 20-21, 36-38; "Spotlight on Slander," SH, April 1951, pp. 9, 36; Photo caption, "World Championships," *Iron Man*, December 1950 -

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January 1951, p. 7 (Q). Farbotnik later moved to Canada, where he operated a chain of fitness studios in Montreal before settling on a farm in eastern Ontario. He died in Cornwall, Ontario in 1998 from leukemia. Information provided to «musclememory» by Joanne Farbotnik and her fiancé Craig Williams; forwarded courtesy of David Chapman.

38. "Believe It or Not," *Mr. America*, November 1952, p. 26 (Q1-3); Jerry Ross, "Mr. America for 1952!," *Iron Man*, August-September 1952, p. 44 (Q4-6); Barton Horvath, "The 1952 Mr. America Contest," *MP*, November 1952, pp. 26-29, 51-52 (Q7-8). See also Joe Weider's "Editorial" a year later: *MP*, October 1953, p. 3.

39. Comment on John Davis, a champion world heavyweight lifter, quoted (with other examples) in *Fair*, *MuscleTown*, pp. 77-79. Comments on Chris Dickerson in "Letters to the Editor," *SH*, January 1971, pp. 7-8. This later outburst provoked several critical responses from other readers: "Letters to the Editor," *SH*, April 1971, pp. 8-9.

40. Peary Rader, "Let's Go To the Mr. America Contest," *Iron Man*, September 1955, pp. 10-13, 48-53; quotation from p. 13. See also Leroy Colbert, "Hoffman's Calculated Scheme to Ruin Bodybuilding," *Mr. America*, March 1958, p. 51; Colbert, "The Amazing Transformation of Arthur Harris," *MB*, November 1958, pp. 10, 30; Earle Liederma, "Will a Colored Boy Ever Win the Mr. America Title?," *MP*, February 1956, pp. 21, 38; Rick Wayne, *Muscle Wars*, pp. 4-5; John Fair, *MuscleTown*, pp. 216-219.

41. Wally Wright, "Hargitay and Robert Win 'Mr. Universe'," *Health & Strength*, September 1955, pp. 52-53 (Q1-2); "Iron Grapevine," *SH*, October 1955, p. 23; "Mr. Universe 1955," *ibid*, pp. 30-31, 61 Q3-4). Another British magazine called Robert "a very popular professional Mr. Universe." John Mendes, "It Was a Great Show!," *Bodybuilder*, August 1955, pp. 24-25. On Leo Robert see David Chapman, "Universal Appeal," *Flex*, January 1995, pp. 154-165.

42. Joe Weider, "Exposé: Here is The Truth about what took place at the Mr. Universe Contest 1957," *MB*, June 1958, pp. 16-17, 36-37

(Q1-2); Lou Ravelle, "Mr. Universe of 1957," *Iron Man*, December 1957 - January 1958, pp. 18, 43 (Q4-7); Peary Rader, "Readers' Round-Up," *ibid*, p. 49 (Q3).

43. "Strength & Health Leaguers' Page," SH, December 1937, p. 6 Thériault; *ibid*, November 1939, p. 8; Adrien Gagnon, "Joffre L'Heureux, Symbole de force, de santé et de développement," SDP, March-April-May 1946, pp. 35-36; "Lettre de Roger Vallée à L'Editeur," SDP, June 1948, p. 18; Steve Stanko, "Self-Improvement Heroes," SH, February 1949, p. 15 (Q1 [Doucet]); "Letters from our Readers," SH, June 1946, p. 30 (Q2 [Hill]); "Barbell Men in the Service," SH, August 1945, p. 30 (Q3 [Bavington]). On Thériault's lackadaisical training routine see "You Ask We Answer," *Mr. America*, December 1952, pp 9, 11; Joe Weider, "The Weider 'Triple Progressive' Muscle Building Courses," Chapter 9.

44. Hoffman, "Birds of a Feather," pp. 6-7 (Q); Bob Hoffman's Editorial: The Future of American Lifting," SH, July 1957, p. 4.

45. "René Léger," SDP, July-August 1950, p. 5 (Q1); "Letters from Readers: Incident at Montreal Show," SH, April 1949, p. 7 (Q2). On Léger see Frederick Tilney, "Canadian Nudist Champion," *Sunshine & Health*, October 1947, p. 6; E. M. Orlick, "A Weider Pupil Wins 'Mr. Canada' Title," YP, January 1948, pp. 10-11, 34; Orlick, "Let's Stop the Mudslinging," YP, July 1948, pp. 15, 42; Léo Robert, "Bavardons un peu," SF, July 1948, p. 25; Gagnon, "Le Champion René Léger," SDP, February 1951, p. 6; "Des nouvelles de René Léger," SF, September 1963, p. 9; "The Latest Scoop," MB, August-September 1964, p. 72; Interview - Tony Lanza (1998).

46. Frederick Tilney, "Intimate Facts About Reg Park," MP, March 1951, pp. 26, 46-47; Reg Park, "A Smashing Blow," YP, March 1951, p. 38; Joe Weider, "Who Should Be Mr. World for 1950?," YP, March 1951, pp. 20-21, 36-38; Charles A. Smith, "Reg Park Beats the World!," YP, December 1951, pp. 16-18; Reg Park, "Joe Weider and Me," *The Reg Park Journal*, July 1954, p. 3. Weider blamed Park's father for the falling out: "Is It True What They Say About Weider?," MB, April 1955,

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pp. 18-21, 49-54; Reg Park, "Reg Park Speaks the Truth," *Reg Park Journal*, September 1955, pp. 16-17, 25; Park, "Is it True What They Say About Weider?," *Reg Park Journal*, March 1956, pp. 18-19, 40-41. See also the retrospective article by David Gentle, "Reg Park," *MMI*, October 1989, pp. 76-82.

47. Peary Rader, "Are You a Bodybuilder or a Weightlifter?," *Iron Man*, August-September 1956, pp. 7, 47-48; Rader, "How Loyal Are We to the Barbell Game?," *Iron Man*, March-April 1950, p. 5; "Editor's Note," *Iron Man*, October-November-December 1964, p. 35.

48. For typical egocentric claims by and about Hoffman and Weider respectively see: "Body Building," *Fortune*, February 1947, p. 100; Frederick Tilney, "Getting Acquainted with Your Editor-in-Chief Joseph E. Weider," *YP*, October-November 1944, p. 8; George Jowett, "Meet Joe Weider," *YP*, May 1947, pp. 24-25. Rader, "Editorial," *IM*, December 1955-January 1956, p. 7.

49. Charles A. Smith wrote a series of articles on "The Three Olympic Lifts" (Press, Snatch, and Clean & Jerk) from 1948 to 1950. Rader himself wrote a series of articles on "Your Complete Bodybuilding Program" from 1952 to 1954.

50. Paschall, "Let Me Tell You a Fairy Tale," *SH*, June 1957, pp. 42-43.

51. Ads appeared in *Strength & Health* from 1949 on. See for example *S&H*, September 1949, p. 49 (Q1); also, *Iron Man*, February-March 1951, p. 34. See also Dutton, *The Perfectible Body*, pp. 92-94, 132-137; Webster, *Body Building*, pp.46, 81, 102-104; Waugh, *Hard to Imagine*, pp. 180-181, 208; Valentin Van Hooven, *Beefcake: The Muscle Magazines of America, 1950-1970* (Cologne: Benedikt Taschen, 1996), pp. 28-30; and David L. Chapman, *Adonis: The Male Photography Pib-Up, 1870-1940* (London; (Gay Men's Press, 1989). Chapman has also written books on individual photographers: *Hollywood Nudes* (Fred Kovert); *Naked Heartland* (Bruce Bellas); and *Mountain Men* (Don Whitman).

52. Peary Rader, "Editorial: Modern Morals of Body Builders," *Iron Man*, September 1949, pp. 5, 34-35 (all quotes). *Iron Man* published a nude photo of Clancy Ross in December 1948. See also E.M. Orlick, "What About the Morals of Bodybuilders," YP, January 1950, pp. 8, 28-29. On Kinsey see James H. Jones, *Alfred C. Kinsey: A Public/Private Life* (New York: Norton, 1997).

53. Hooven, *Beefcake*, pp. 30-32; Waugh, pp. 249-251. *Iron Man* reported nationwide police crackdown on physique photographers sending nude and lewd photographs through the mail: "Readers' Round-Up," November 1955, pp. 38-39. On Hoover's alleged homosexuality and transvestism see Anthony Summers, *Official and Confidential: The Secret Life of J. Edgar Hoover* (New York: Putnam's, 1993).

54. Grecian Guild ad quoted from SH, February 1954; quotes from *Adonis* and *Body Beautiful*, 1954-58 *passim*.

55. See the Table of Contents pages in *Young Physique* for April 1961; *ibid*, February 1962; *ibid*, October 1961; also "The Young Physique on Fire Island," *Young Physique*, June 1960, pp. 3, 36.

56. Dorothy Fowler, *Unmailable: Congress and the Post Office* (Athens: University of Georgia Press, 1977), pp. 173, 176-77 (Q1-2); "Nudism and the Law," in William Hartman, Marilyn Fithian, and Donald Johnson, *Nudist Society* (New York: Avon Books, 1970), pp. 241-245.

57. "Readers' Round-Up," *Iron Man*, March 1955, pp. 36-37 (Q1-2); "Readers' Round-Up," December 1957-January 1958, p. 37; Leo Stern, "What Is To Be Done?," *Iron Man*, April-May 1956, pp. 7, 46-47 (Q3-4); Rader, "Are You a Bodybuilder of a Weightlifter?," *Iron Man*, August-September 1956, pp. 7, 47-50.

58. Richard Alan, "Bodybuilding 1958," *Iron Man*, April - May 1958, pp. 25-27, 83. See also reader responses in the following issue: "In Reply To - Bodybuilding 1958," *Iron Man*, June-July 1958, pp. 24-27, 43-45.

59. Rader, "We Hang Our Heads in Shame," *Iron Man*, February-March 1959, p. 7.

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60. Harry Paschall, "Let Me Tell You a Fairy Tale," SH, June 1957, pp. 17, 42-43.

61. Paschall, "Fairy Tale," pp 17, 42-43 (Q1,3,4), "Iron Grapevine," SH, June 1957, p. 61 (Q2,5) One alert reader saw through this tactic when he claimed that the ban was a tactic to limit competition for the York men. Letters from our Readers," SH, November 1957, p. 64.

62. Paschall, "Iron Grapevine," SH, June 1957, pp. 16, 61 (Q1); "Saisie de 6,000 photos pornographiques," *La Presse*, 17 November 1961; Waugh, p. 224 (Q2). See also "N.J. Indicts 7 Magazines as Indecent," *New York Journal American*, 29 April 1957. The Caruso trial came at the start of the Quiet Revolution in Quebec. One of the first victims of that revolution would be the arch-conservative morality of the Duplessis regime.

63. Hasse, "Thoughts & Afterthoughts," SH, May 1961, pp. 15, 62.

64. W.J. Gadpaille, "Male 'Physique' Magazines, *Medical Aspects of Human Sexuality*, April 1971, p. 51 (Q); Tom Waugh, *Hard to Imagine*, pp. 252-53, 270-71; Dutton, p. 249.

65. "Iron Grapevine," SH, November 1957, p. 53 (Q). Ferraro's cover picture drew enthusiastic response from readers: see *Letters from Readers*, SH, September 1958, p. 6. Also see Dutton, *Perfectible Body*, p. 262.

66. "Letters from Readers," SH, December 1938, p. 9. For a similar Canadian comment see Steve Stanko's column, "Self Improvement Stories," SH, August 1944, p. 30.

67. "Strength & Health Leaguers' Page: An Interesting Hobby," SH, March 1940, p. 15.

68. See the "Strength & Health Leaguers' Page" in the following issues of SH: January, April, August 1939; February and May 1942; May, July, December 1943. For sample letters from Canadians Johnny and Albert see *ibid*, March 1940, p. 15 and February 1943, p. 12.

69. "S&H Leaguers' Page: A Proposition for Interested Leaguers," SH, May 1938, p. 8 (Q); *ibid*, September 1939, p. 8.

70. "Letters from Our Readers," SH, June 1940, p. 10 (Q1,4) *ibid*, February 1943, p. 12 (Q2-3); "S&H Leaguers' Page," SH, February 1938, p. 6. See ads in SH as early as September 1946, p. 29. As late as 1955 - a year after Weider started publishing the physique magazines that supposedly offended York, S&H still carried illustrated ads for "Muscle Beach Type Sun Briefs." SH, July 1955, p. 46.

71. Paschall died in summer of 1957 while driving home from Baltimore. George Jowett and Ottley Coulter reminisced about Paschall's demise a decade later. TMC: Jowett-Coulter, 24 December 1967; Coulter-Jowett, 2 August 1968 (Q1); Paschall's infamous last words from "Iron Grapevine," SH, September 1957, p. 59 (Q2). On Paschall see Siegmund Klein, "My Quarter Century in the Iron Game," SH, January 1945, p. 12.

72. Bob Hoffman, "Birds of a Feather," SH, June 1958, pp. 3-4.

### Endnotes Chapter 5: Transformation

1. On trends in the Sixties and Seventies see Benjamin Rader, "The Quest for Self-Sufficiency and the New Strenuosity: Reflections on the Strenuous Life of the 1970s and the 1980s," *Journal of Sport History*, Vol. 18 (1991), pp. 256-266; Barry Glassner, "Fitness and the Post-Modern Self," *Journal of Health and Social Behavior*, Vol. 30 (1989), pp. 180-186.

2. Dave Draper, "Through the Years the Rock Remains," MBP, November 1969, p. 7; "The Schwarzenegger Decade!," *Flex*, June 1986, p. 27. See generally the sources in Note 1.

3. Jean-Marc Leveillé, "Il n'est pas trop tot pour commencer," SF, May 1949, p. 21 (Q1); Georges Sainte-Marie, "Comment mon rêve s'est réalisé," SF, April 1951, p. 22 (Q2); Reginald Poirier, "En gagnant 70 livres... j'ai découvert la joie de vivre," SF, November 1963, p. 28; Marcel Chartier, "L'histoire de mon frère," SF, April 1950, p. 5; Billy Hill, "Les clefs du succes: l'effort et la confiance," SF, July 1958, pp. 26-27. Weider magazines featured articles and stories about individual bodybuilders and letters from readers which describe in embarrassing detail the poor physical condition and low self-esteem of hundreds of young men who eventually turned to bodybuilding for help. Although they all contain a germ of truth, the basic stories were revised by magazine staff for effect. (See Joseph Weider, "Farbotnik, Hoffman and Weider," MP, April 1951, p. 41 for a discussion of this point).

Sources for this discussion of motives include the following regular columns: "Future Greats" (*Muscle Power*); "But look at them now" (*Muscle Builder*); "Potins - Nouvelles - Commérages" (*Santé et Force*); "Les Résultats Extraordinaires" (*ibid*); "Lettres de nos lecteurs" (*ibid*); "Les athlètes canadiens" (*ibid*).

4. "Popping Questions at Joe Pocza," MP, June 1953, p. 29 (Q1); Billy Hill, "Les résultats extraordinaires," SF, March 1963, p. 31 (Q2); Lucien Martel, "J'ai Poirier, "En gagnant," p. 28; "Joe Pocza, future étoile canadien," SF, February 1953, pp. 28-29; "But Look at Them

Now" (Roman Franz), MB July 1964, p. 71; Hill, "Les clefs," SF, July 1958, p. 26; "Lettres de nos lecteurs," July 1958, pp. 6-7; *ibid*, November 1966, p. 15. For other examples see: "Résultats extraordinaires," SF, September 1959, pp. 28-29; *ibid*, January 1963, p. 31; *ibid*, October 1969, p. 35; "Future Great," MP, November 1952, p. 49; *ibid*, December 1954, p. 49; "Popping Questions at Joe Pocza," MP, June 1953, p. 29; Lucien Martel, "J'ai gagné 32 livres en 6 mois," SF, January 1950, p. 28.

5. Bill Dobbins, "The Times They Are A-Changing," *Muscle*, June 1979, p. 5; Don Morrow, *A Sporting Evolution*, p. 172. Two hallmark books that inspired the fitness wave were *Aerobics* (1968) by Ken Cooper and *The Complete Book of Running* (1977) by Jim Fixx.

6. Lon, "Results of the Mr. America Contest," YP, September 1947, p. 8. For examples of magazine reports on early women's events see Johnny Doucet, "Mlle. Montreal 1948," SF, July 1948, p. 5; Roy Hilligenn, "Introducing Barbelle Evelyn Dickinson," SH, December 1953, pp. 15, 62; Jim Murray, "Canadian Barbelle Glamazon Seeks Olympic Victory," SH, July 1955, pp. 12-13, 44.

7. Joe Gold, commenting on Frank Zane and his wife on her first visit to Gold's Gym, quoted in Rick Wayne, "Yesterday, Today, and Tomorrow," MF, January 1983, p. 143. See also "La culturiste Marguerite Magnan, Montréal," SDP, October 1948, p. 9; Interview - Jim and Julia Papai, October 2001. Many gyms which advertised in *Santé et Force* offered separate arrangements for women.

8. Réjane Robert, "Beauty, Health and Physique," a regular feature from 1954 through 1956; Annie Laurie Willard, "Weight Training for Women?," *Iron Man*, December 1950-January 1951, pp. 45-46; Lynne Kendrick, "Should Women lift Competitively?," *Iron Man*, August-September 1952, pp. 45-46; Walt Marcyan, "Women Lifting Champions," *Iron Man*, May-June 1949, p. 28. Pudgy Stockton had a "Bar Belles" column in *Strength & Health* at the same time, followed in later years by Vera Christensen's "To the Ladies" column.

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9. Reg Park, quoted in Arnold Schwarzenegger, "The 1970 NABBA Mr. Universe Contest - As I Saw It!," MBP, April-May 1971, p. 53. On Weider's role in shaping Arnold into a star see Joe Weider, "How I Create the Posing Routines of the Stars," MBP, September 1977, pp. 13-14; Bill Dobbins, "Up from the ashes: Arnold-Zane and the '68 Universe," MBP, June 1978, p. 54.

10. Quoted by David Webster, *Body Building*, p. 79. Gaines and Butler, *Pumping Iron* (New York: Simon & Schuster, 1974); Joe Gold, quoted in Rick Wayne, "Yesterday, Today, and Tomorrow," MF, January 1983, p. 45; Charles Gaines, *Pumping Iron: The Art and Sport of Bodybuilding*; Photography by George Butler. (New York: Simon & Schuster, 1974).

11. Boyer Coe, "Joe Weider: The Man," MF, August 1980, p. 170.

12. Dobbins, p. 92; Joe Weider, "Still Dreamin' After All These Years!," *Flex*, January 1993, p. 8; "Just the Beginning," *Flex*, January 1993, p. 10; Peter McGough, "1983 and All That!," *Flex*, April 1998, p. 81.

13. Warren Frederick, "Dan Lurie: 'The Uncrowned Mr. America'," MTI, April - May 1975, p. 25; Terry Todd, "Our Best Man Gone," IGH, January 1992, pp. 1-2; Letter, "Iron Grapevine," IGH, March 1991, pp. 19-20.

14. Interview - Ray Beck, Richmond B.C. *Looking Good* (Q) was published by "Hercules Promotions" in Burnaby, B.C. The National Library of Canada reported it could not contact anyone at the company address and that no further issues after the first sample were available.

15. Robert Kennedy, Editorial, MMI, Winter 1975, p. 5; Jack Niles, "Bob Kennedy Interview: Head to Head with MuscleMag Editor," p. 49; MMI, May 1985, p. 79; Jack Niles, "Bob Kennedy Interview," p. 46; Robert Kennedy, "Editorial," MMI, November 1979, p. 6; Gary Weiss, "Baron of Beef," *Canadian Business*, September 1994, p. 97. Besides various cheesecake and beefcake photos - which sometimes got

the magazine in trouble with its readers - there are more questionable articles and pseudo-articles that would not have appeared in the magazine's early years: "Male Nudity: For or Against," *MMI*, August 1975, pp. 77-78; Johnny Fitness, "Penile Enlargement," *MMI*, June 1995, pp. 124ff.; Steve Gallaway, "The Key to Serious Growth: How You Can Build a Freaky, Professional Bodybuilder Physique," *MMI*, September 2000, p. 174.

16. Mark Stuart Gill, "There's Gold in Pumping Iron," *New York Times Magazine*, December 3, p. 59 (Q). See also Gary Strauss, "Fitness king still going strong," *USAToday*, 15 May 1998.

17. Jeff Everson, "The Bodybuilding Revolution That Never Was!," *Flex*, January 1996, pp. 241, 244, 246-247 (all quotes); Jack Niles, "Bob Kennedy Interview: Head to Head with MuscleMag Editor," *MMI*, March 1980, p. 48; Joe Weider, "The Nautilus Machine," *MB*, January 1975, pp. 8-9, 55, 57.

18. Dave Webster, "The New Era," *Body Building*, p. 139 (Q); Ben Weider, "The IFBB Goes Places," *MBP*, June 1970, p. 4.

19. Ben Weider, quoted in Dave Webster, "The New Era," *Body Building*, p. 139.

20. Oscar State, "The I.F.B.B. Reaches New Heights!," quoted in Webster, "The New Era," *Body Building*, p. 141; Oscar State, "1974 World Bodybuilding Championships," *MBP*, May 1975, p. 31.

21. J. Renia, "La I.F.B.B. siege pour la première fois au congrès du C.I.E.P.S. à la maison de l'UNESCO en tant que représentant officiel de la culture physique," *SF*, June 1971, p. 29; Dave Webster, *Body Building*, pp. 141-142.

22. IFBB: IFBB Report to all National Federations, Edition # 5.

23. Ben Weider, "Bodybuilding Takes a Giant Step Forward," *MBP*, October 1973, pp. 7, 80-81 (Q); Rick Wayne, "We're Getting Our Thing Together," *MBP*, December 1970, p. 53.

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24. George Hanson, "Bodybuilder Weider looks to World Games," *Montreal Gazette*, 27 May 1975, reprinted in *IFBB Report: Professional Committee is Formed* (November 1975); Marc Hankard, "Compte rendu du Congrès de L'Assemblée Générale des Fédérations Sportives Internationales," SF, December 1975, p. 35; Ben Weider, "Finally a Major Sport: Bodybuilding Will Be in the First World Games," MBP, January 1976, p. 40; interviews with Ben Weider and Pamela Kagan (Montreal). Additional information on the International World Games Association and the various Games is available online: <[www.worldgames-iwga.org](http://www.worldgames-iwga.org)>

25. Webster, *Body Building*, p. 142; Oscar State, "We're Getting There!," *Muscle*, July 1979, p. 53; "Bodybuilding Given Official Recognition by Olympic Council of Asia," *Flex*, May 1986, p. 115; Weider, "Bodybuilding Breakthrough at Pan-Am Games," *Flex*, February 1995, p. 240; Weider, "A New Era for Bodybuilding," *Flex*, May 1995, p. 258; "Asian Games to Include Bodybuilding," *Flex*, June 1999, p. 280; "IFBB World Report," *Flex*, October 2000, p. 304; "Bodybuilding Makes the Grade," *Flex*, June 2001, p. 308; "Bodybuilding in the Spotlight at South Pacific Games," *Flex*, October 2002, p. 362.

26. IFBB: *IFBB Official Request for Olympic Recognition*, September 1996.

27. Ben Weider, "Olympic Recognition: The Long Road to Glory," *Flex*, May 1998, pp. 55-58.

28. IFBB: *Curriculum Vitae*: Ben Weider; Ben Weider, "President's Report," IFBB Congress, reprinted in MBP, June 1976, p. 70; "Un Businessman Montréalais a été honoré," SF, April 1984, pp. 24-25. Oscar State, "IFBB World Review: Ben Weider Nominated for Nobel Peace Prize," *Flex*, June 1984, pp. 87-88; Ben wrote *The Murder of Napoleon* (New York: Congdon & Lattes, 1982) with David Hapgood, Their conclusion that Napoleon died from arsenic poisoning was confirmed by FBI lab tests in 1995. See Roger Martz, Unit Chief, Chemistry/Toxicology, FBI Laboratory to Ben Weider, August 28, 1995 (copy provided by Ben Weider). Ben is the founder and president of the In-

ternational Napoleonic Society [[«www.napoleonicociety.com»](http://www.napoleonicociety.com)]. Ben's interest in Napoleon's internationalism (and, perhaps, his form of government) may have contributed to Ben's own success in the IFBB (interview - Tony Lanza).

29. Joe Weider, "The Dirty Deal That Lasted Thirteen Years," MBP, August 1969, pp. 7, 50; Ben Weider, "Come On In The Water's Fine," MBP, September 1971, pp. 7, 54-56; PNC, SF, December 1972, p. 28; Ben Weider, "A Fair Deal for the American Amateur Bodybuilder," MBP, May 1973, pp. 62-63; John Fair, *MuscleTown*, pp. 338, 350.

30. Ben Weider, "A Fair Deal for the American Amateur Bodybuilder," MBP, May 1973, pp. 62-63; John Fair, *MuscleTown*, pp. 294-296.

31. Ben Weider, "Confusion in America," MBP, May 1974, p. 62.

32. Ben Weider, "Come On In The Water's Fine," MBP, September 1971, p. 55; John Fair, *MuscleTown*, pp. 338, 350.

33. Bill Starr, "Time for a Change", *Weightlifting Journal*, reprinted in MBP, June 1972, p. 78 (Q); Ben Weider, "Are They Trying to Destroy Bodybuilding as a Sport?," MBP, August 1972, p. 80.

34. Letter, Clarence Johnson to GAISF, 11 January 1972, reprinted in Ben Weider, "A Fair Deal For the American Amateur Bodybuilder," MBP, May 1973, p. 76; Ben Weider, "This is Shocking News for the AAU Bodybuilder!," MBP, August 1973, p. 76-77; Letter, Ben Weider to John Kelly, Jr., 14 September 1973, reprinted in "Confusion in America," p. 76; Ben Weider, "Bob Hoffman Goofs Again," MBP, October 1973, pp. 30-31, 48 (Q2); Fair, pp. 352-53.

35. Peary Rader, "AAU Physique Committee Says 'No' to IFBB Proposal," *Iron Man*, September 1977, p. 40.

36. Dave Sauer, "AAU Incorporates Votes For IFBB," *Iron Man*, May 1978, p. 45 Jack Neary, "Why the AAU Decided to Affiliate with the IFBB," MBP, June 1978, pp. 46-47, 97; Joe Weider, "Here's how the IFBB works for the pro bodybuilder," MBP, July 1978, p. 25 (Q1-2);

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David Webster, *Body Building*, p. 142; Fair, *MuscleTown USA*, pp. 316, 352-353.

37. "History of the NPC," originally published in *Flex* in 1997 and available online at «[www.npcnewsonline.com](http://www.npcnewsonline.com)». For subsequent reports by Jim Manion see "Orlando Adventure," *Flex*, October 1999, pp. 292-294; "NPC: The Road to IFBB Pro Status," *Flex*, November 1999, pp. 320-321; "NPC Nationals Invade New York City," *Flex*, October 2000, pp. 318-319; "2001 Junior National Bodybuilding, Fitness & Figure Championships," *Flex*, June 2001, pp. 316-317.

38. *Strength & Health* magazine managed to attack Weider and take credit for making him a bodybuilding success in the same article: Stan Warren, "Our Answer to the 'Dragon Fighters!'," *SH*, March 1979, pp. 40-42; "A.F.A.B. Revived (American Federation of Amateur Bodybuilders)," *Muscular Development*, December 1980, p. 17; AAU Physique Committee, "A.A.U. Takes A Stand," *ibid*, April 1982, pp. 21, 73; Stan Warren, "Ramblin' Thru Muscledom: AAU Wins Legal Victory," *ibid*, October 1982, pp. 72-73; Oscar State, "What's the NABBA Story?," *MB*, January 1978, p. 123. On the WWF and its abortive WBF see "WWBF Advisory," *Flex*, April 1991, p. 155; Gary Huddleston, "Why the IFBB!," *Flex*, June 1991, pp. 153-154; Peter McGough, "Federation Combat: The Body Snatchers," *MMI*, September 1991, pp.85-92, 106; John Little and Julian Schmidt, "Flex Quorum," *Flex*, February 1993, pp. 26-27. For a report on the inaugural show in Atlantic City (hosted by Regis Philbin) see Johnny Fitness, "Atlantic City-Hype: WBF's Night of History!," *MMI*, November 1991.

39. "Le Culturisme Reconnu par la Confédération des Sports du Canada," *SF*, March 1974, p. 24; Interview - Winston Roberts, 17 June 2001.

40. Interview - Winston Roberts, June 2001.

41. Iskandar Chéhata, "Fédération Canadienne Amateur de Culturisme," *SF*, June 1972, pp. 21, 23; "NPC: La Fédération de Culture Physique Amateur du Québec et la Fédération Internationale des Culturistes (I.F.B.B.)," *SF*, June 1974, pp. 11-12; Oscar State, "IFBB World

Review: Report from Canada," MBP, April 1979, p. 98; Gary Bartlett, CC, MMI, June 1994, p. 257.

42. On Quebec: Jean-Claude Aubin and Claude Lebel, "La Fédération des Culturistes de Québec renaît," SF, September 1976, pp. 9-10; Winston Roberts, NPC: "Les Jeux du Québec," SF, June 1979, pp. 24-27; Maurice Legault and Raymond Sansoucy, "Nouvelles des studios et de la fédération," SF, September 1980, p. 43. For Ontario: Telephone Interview with Ron Haché, March 27, 2001; Ron Haché, "The History of the Organization of the Association in Ontario" (unpublished manuscript, April 2001); Garry Bartlett, "Canadian Corner," MMI, February 1986, p. 93; *ibid*, April 1986, p. 72; *ibid*, September 1987, pp. 82-83. For British Columbia see *ibid*, June 1990, p. 139.

43. Gary Bartlett, CC, MMI, August 1991, p. 167; *ibid*, November 1992, p. 214; *ibid*, April 1993, p. 250; *ibid*, February 1994, p. 242; *ibid*, August 1994, p. 260; *ibid*, March 1996, p. 228; *ibid*, April 2000, p. 279.

44. "IFBB Review," MBP, August 1978, p. 141 (Q); Rick Wayne, "Is the IFBB Unfair to the Professional Bodybuilder?," MBP, October 1976, p. 49.

45. Letter, Arnold Schwarzenegger to Ben Weider, reprinted in SF, September 1975, p. 8; "Formation d'une commission professionnelle des culturistes," SF, September 1976, p. 26; Joe Weider, "Let's Make Bodybuilding a More Competitive Sport," MB, June 1975, p. 17 (Q1); Armand Tanny, "A Monument to Bodybuilding," MB, November 1975, p. 69; Joe Weider, "It's High Time We Came Down to Earth," MBP, September-October 1978, p. 106 (Q2); Rick Wayne, "A Man and His Dream," MF, August 1981, p. 149 (Q3). On the championships see reports in *Flex* for July 1999, December 1999, December 2000, and February 2001.

46. Ben Weider, "The IFBB Tests Its Judges," MBP, September 1971, pp. 36-37, 68, 73; Oscar State, with Armand Tanny, "How the IFBB Judges International Events," MBP, October 1976, pp. 42-44; Robert Kennedy, "I Quit!" (Editorial), MMI, May 1982, p. 6. The situa-

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tion remains imperfect: see Peter McGough, "It's Time for bad Judging to be Fixed," *Flex*, September 2002, pp. 392-393.

47. Wayne DeMilia and Jim Manion, "Explosive Year in Bodybuilding," *Flex*, January 1984, p. 4; Jack Neary, "Forecast: Bigger, Better Than Ever," *MF*, June 1978, pp. 48, 108; Oscar State, "The IFBB Pro Grand Circuit," *Muscle*, July 1979, p. 52; State, "IFBB World Review: Canada," *MF*, September 1979, pp. 90, 144.

48. For a complete list of Grand Prix contests and winners see Joe Roark, "Factoids: IFBB Grand Prix History," *Flex*, March 2001, pp. 274-275.

49. Larry Scott, quoted in Dave Webster, *Body Building*, p. 107. See also Joe Weider, "The IFBB Spreads Out!," *MBP*, September 1971, pp. 7, 54; Franco Columbu, "Open Up the Big 'O'," *MBP*, July 1974, p. 7; Rick Wayne, "America's Weakling He-Men!," *MBP*, March 1971, p. 52; Rick Wayne, "Don't Touch the Big O!," *MBP*, May 1974, p. 7; "Sound Off Here," *MBP*, May 1975, p. 27. For a retrospective on the first Mr. Olympia see Rick Wayne, *The Bodymen* (St. Lucia: Star Publications, 1978).

50. Joe Weider, *IFBB Album of All-Stars*, p. 31; Rick Wayne, "The IFBB Celebrates a Super Anniversary!," *MBP*, April-May 1971, p. 28. Oliva, a former Batista bodyguard, later became a Chicago policeman (which, after 1968, was not as much a change as it might seem). Dave Webster, *Body Building*, p. 107; "Muscle Go Round," *MMI*, Winter 1976, p. 13.

51. David Webster, *Body Building*, p. 114; Rick Wayne, "The IFBB Celebrates a Super Anniversary!," *MBP*, April-May 1971, p. 29. On other tricks used by Arnold see "Schwarzenegger Makes Light of Wild Past," a *Yahoo!* news story reporting on the re-posting of a 1977 *Oui* magazine interview with Arnold on the "Smoking Gun" website during Schwarzenegger's run for the California governorship in 2003.

52. Joe Weider, "Monster Muscleshow Outdraws Rival Contests 3 to 1!," *MBP*, May 1974, p. 32 (Q); Joe Weider, "Let Me Tell You a Dirty Story," *MBP*, January 1974, pp. 12-15.

53. Armand Tanny, "The 1976 Mr. Olympia Contest," MBP, December 1976, p. 44; Boyer Coe, "The 1977 IFBB Olympia: How I Saw It," MBP, July 1978, p. 29; Robert Kennedy, "Qualifying for the Big O!," MMI, November 1980, p. 6; Columbu, "Open Up the Big 'O'," p. 7; Jim Rosenthal, "The Frank Zane File," *Flex*, May 2001, pp. 160-164; Joe Roark, "Factoids," *Flex*, December 2001, p. 268.

54. "Olympia: Arnold Wins! But Was It On Reputation?," MMI, January 1981, p. 50; Robert Kennedy, "Olympia 1981: Columbu in Columbus: Can It Be True?," MMI, March 1982, pp. 24-31, 60; Ben Weider, quoted in Robert Kennedy, "No One Would Listen!," MMI, March 1982, p. 6.

55. "IFBB Tightens Up Olympia Criteria," *Flex*, December 1985, p. 117; Armand Tanny, "Return to Sanity," MF, June 1983, p. 92.

56. Rick Wayne, "America's Weakling He-Men!," p. 52; Wayne, "Don't Touch the Big O!," MBP, May 1974, p. 7; Franco Columbu, "Open Up the Big 'O'," MBP, July 1974, p. 7; Joe Roark, "Factoids," *Flex*, January 2001, pp. 194-196. On Coleman see Jeff O'Connell, "The Law Won: Supercop Ronnie Coleman outmuscles an angry Flex Wheeler," MF, February 2000, pp. 84-85.

57. Rick Wayne, "The Butler Did It! Interview with George Butler," *Flex*, June 1986, p. 85. Charles Gaines and George Butler caught the rise of women's bodybuilding just as they had the new era of men's bodybuilding. See *Pumping Iron II* (New York: Simon & Schuster, 1984). See also Jan Todd's historical overview in *Picturing the Modern Amazon*, edited by J. Frueh, J. Stein, and L. Fierstein (New York: Rizzoli Internationale, 2000). Joe Gold, quoted by Rick Wayne, "Yesterday Today and Tomorrow," p. 143; GC, CC, MMI, September 1984, p. 65; *Women of Steel*, pp. 110, 150; Jim Schmaltz, "IFBB Revamps Women's Contests," *Flex*, March 2000, p. 32; Schmaltz, "Girls Interrupted," *Flex*, July 2000, p. 183.

58. Ben Weider, "Cooperation Is Called For," *Flex*, January 1988, p. 150 (Q1,2); Weider, "Attention Bodybuilders," *Flex*, July 1988, p. 150

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(Q3); Jim Manion, "Scene & Heard," *Flex*, May 2000, p. 304. For examples of centerfold-style photo spreads in *Flex* magazine see: "Natural Harmony" (August 1995); "Vision:1" (October 1995); "Double Time" (December 1995).

59. "Letters to the Editor," SH, May-June 1971, p. 8; Rick Wayne, "Those Swinging Eunuchs of York," MBP, March 1971, pp. 16-17, 55-56; "High-ho, high-ho, it's off to lift we go," *Sports Illustrated*, September 28, 1970, p. 63.

60. Gene Mozée, "Is Chemical Bodybuilding the Answer?," MBP, January 1974, p. 43; Mozée, "Are Chemicals Revolutionizing or Ruining Bodybuilding?," May 1974, p. 62; Mozée, "Chemical Bodybuilding: Boon or Bummer?," MBP, July 1974, pp. 42-43. (These reports are conveniently reprinted in "Chemical Bodybuilding: Good or Bad?," MBP, September 1975, pp. 66-69.) See also: George H. Elder, "Shackled to the Sauce" Part 3," MMI, April 2000, pp. 149-150, 152; On the side effects see the manufacturer's specifications in Mike Mentzer, "Chemical Bodybuilding," February 1978, pp. 91-92, and Stephan Haertl, "Turbo Rage," *Flex*, December 1993, pp. 96-97, 106 (Q). For an expression of the attitude of the "committed" young bodybuilder see "I don't care if it kills me," MBP, February 1978, pp. 54-55, 78. See also several articles and editorials in Dan Lurie's *Muscle Training Illustrated*: "Is the Death of Physical Culture Coming?;" "Let It Be Here, Let It Be Now;" "The Ethics of Physical Culture Vs. Drugs."

61. Joe Weider, "Bodybuilding - the Sport of Gentlemen," YP, May 1950, pp. 5, 26 (Q1-3) LDNL, SF, April 1969, p. 7; Robert Kennedy, "The Assholes of Bodybuilding," MMI, January 1981, p. 6 (Q4); Rick Wayne, "Yesterday, Today, and Tomorrow," MF, January 1983, p.44 (Q5); Kennedy, "Sportsmanship!," MMI, February 1984, p. 6 (Q6); "It Happened at the Canadian Championships," MMI, 1980, p. 25.

The underlying problem is the "insecurity complex" of some bodybuilders - something which affected the sport long before steroids. As Peary Rader wrote in *Iron Man*, "when they suddenly blossom out into supermen, with all the fame and publicity often given them, some of

them just haven't the character development to maintain a personality balance and we find them becoming problems. Instead of contributing favorable impressions to the game, as the majority do, we find them doing just the opposite." Rader, "We Hang Our Heads in Shame," *Iron Man*, February-March 1959, p. 7; Rader, "Editorial," *Iron Man*, March-April 1953, p. 5.

62. "Iron Grapevine," *Muscular Development*, December 1976 - January 1977, p. 33; Frederick C. Hatfield, "Anguish in the Chemical Kitchen," *Flex*, June 1989, pp. 64-69, 109, 116-17.

63. "IFBB Mandates Steroid Tests at the 1985 Miss Olympia," *Flex*, October 1985, p. 114. Ben Weider noted the dilemma posed by drugs as early as 1971: "IFBB Notes & News," MBP, September 1971, pp. 52-53.

64. "Les Tests Anti-Anabolisants," SF, June 1988, p. 4; Mozée, Part Three, July 1974, p. 43; Rick Wayne, *Muscle Wars*, p. 230.

65. "Les tests Anti-Anabolisants," p. 4; Dominic Certo, "No More Chemical Giants," *Flex*, April 1989, p. 140 (Q1); "Steroid Update," *Flex*, June 1989, p. 150; Bartlett, CC, MMI, January 1991, p. 165; "IFBB Upgrades Drug-Testing Program," *Flex*, December 1998, p. 280.

66. Gary Bartlett, "CC," MMI, June 1990, p. 139.

67. GB, CC, MMI, February 2000, p. 256.

68. GB, CC, MMI, June 2001, p. 303; GB, CC, MMI, June 2000, p. 291. On the newer drugs like Human Growth Hormone see Bob Kennedy, "When Will It End?," MMI, December 1983, p. 6. Ben Weider reiterated the IFBB commitment to rid the sport of steroids in his annual "President's Report" at the 2001 IFBB Congress in Myanmar. See "President's Report," available online at:

«[www.ifbb.com/reports/2001PresReport.html](http://www.ifbb.com/reports/2001PresReport.html)»

69. Ken "Leo" Rosa, "The Last Great Bash of the Century," IGH, May-June 2000, p. 22 (Q1); Joe Gold, quoted in "Yesterday, Today, and

James Woycke

Tomorrow," MF, July 1983, p. 42 (Q3); Joe Weider, "Just the Beginning," *Flex*, January 1993, p. 10.

70. Dutton, *The Perfectible Body*, p. 103; Jerry Cowle, "As I Did It," *Sports Illustrated*, 1979, p. 85 (Q).

71. Larry Scott, quoted in "The Iron Grapevine," IGH, December 2000, p. 40. At a WBBG awards ceremony in 1977 Billy Graham (the wrestler, not the preacher) was even more direct when he exclaimed, "Steve Reeves is God!" John Fair, "Hercules Meets Sealtest Dan: The Rediscovery of an Iron Game Icon," IGH, December 2000, p. 32.

72. "The Giantism Complex," MP, May 1953, pp. 17, 60-61; "Here's How to Ruin Your Physique," MP, February 1955, pp. 17, 54-55; Reg Lewis, "How Big Is Grotesque? or The Day They Made King Kong Mr. Olympia," MBP, February 1971, pp. 50-51. See also Rick Wayne, "Arnold, Sergio, Katz... Take a Back Seat!," MBP, November 1972, pp. 30, 61-63; Dan Lurie, "Is the Death of Physical Culture Coming?," MTI, October 1978, pp. 5, 40, 42; Nelson Montana, "Lost Secrets from the Golden Age of Bodybuilding," MMI, February 2000, pp. 172-179. Larry Scott noted that few stars are featured on magazine covers because "they simply turn people off." Rodney Labbe, "Fully Loaded," *Flex*, September 1995, p. 110.

The sexual aspect of the "enormous, contracted muscle-mass" of contestants on stage has been criticized by outside observers for the sexual display inherent in the throbbing vein-ridged blue-hard bodies flexing on stage. See for example Andrew Sullivan, "Muscleheads," *New Republic*, September 15-22, 1986, pp. 24, 26, and Kenneth Dutton, *The Perfectible Body*, Chapter 8: The Sexual Body. Arnold himself said that "a good pump is better than coming." Quoted by Gaines and Butler, *Pumping Iron*, p. 48.

73. Joe Weider, "Rick Wayne Take a Back Seat!," MBP, November 1972, p. 63 (Q1-3); also Joe Weider, "Hail to the Beef! We Must Remain Loyal to our Concept!," MBP, February 1977, pp. 9, 92. Compare the opinions of Ben Weider and Bob Kennedy, both of whom have high regard for Reeves. Ricky Wayne, "Ben Weider, C.M., President

of the IFBB," *Flex*, January 1993, p. 243; Jack Niles, "Bob Kennedy Interview," *MMI*, March 1980, p. 47.

74. "Just the Beginning," *Flex*, January 1993, p. 10 (Q1); Terry Todd: "Steroids: An Historical Perspective," *IGH*, April 1990, p. 1 (Q2); Dutton, p. 239.