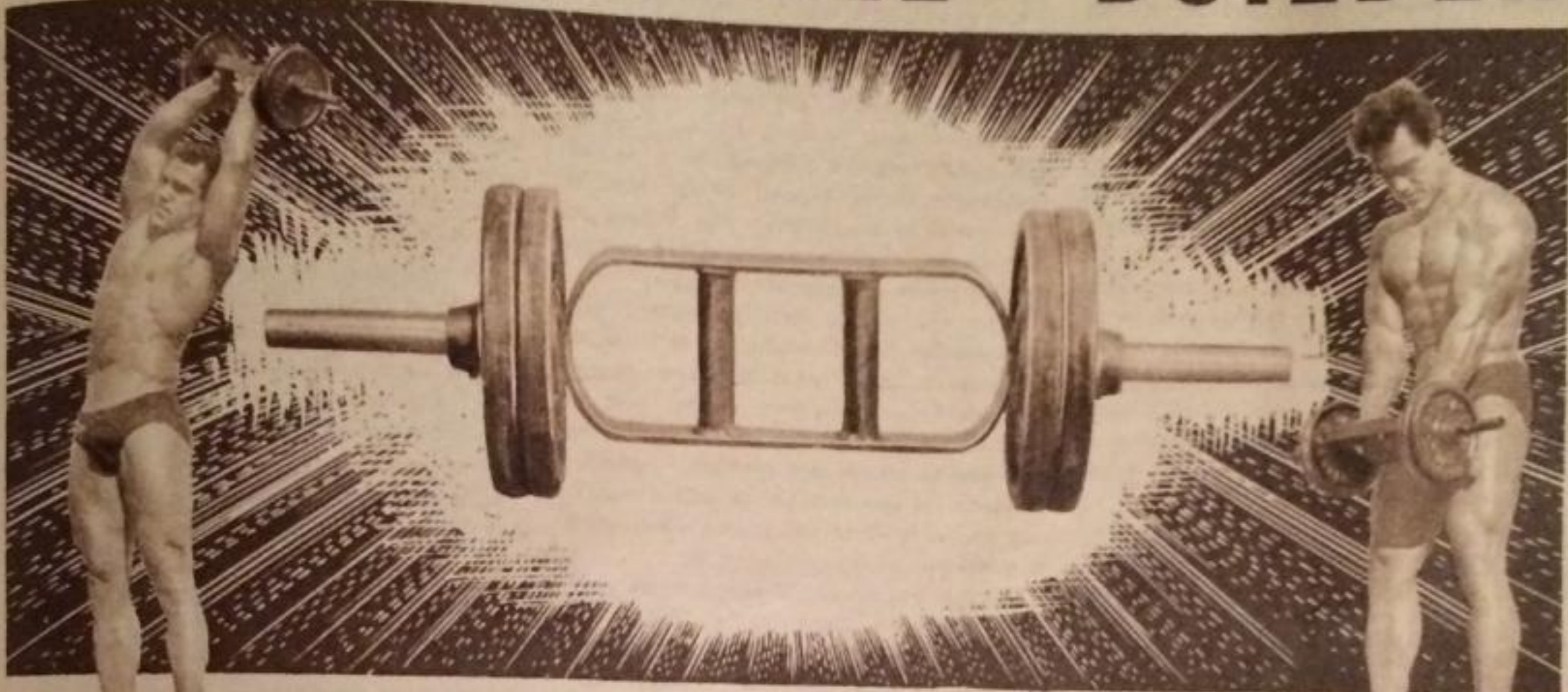


AMAZING

"MULTI-MUSCLE" BUILDER



**NOT JUST ANOTHER EXERCISER! NOT JUST ANOTHER COURSE!
NOT JUST A DUPLICATION EXERCISER! ... HERE IS THE**

GREATEST MUSCLE AND POWER BUILDING INNOVATION OF THE PAST FIFTY YEARS



Completely different from the ordinary 'Old-Style' exercisers. Works the muscles in an unusual, different and refreshing manner. This AMAZING, new exerciser is unlike any other bodybuilding apparatus ever devised.

Just take it in your hands; use it for only 5 minutes and you will experience a bodybuilding thrill you will never forget! Its secret is the unusual, balanced 'Parallel Grip' bar. This opens up a vast new field of exercises for additional power, bulk and shape—impossible with any other apparatus. It injects an unusual, unique type of muscular movement and tension, unobtainable in any other way, which is vitally stimulating to the maximum growth of muscular size and power. It is new, potent, revolutionary in its approach!

TRY IT AT OUR RISK!

We are so proud of our new 'MULTI-MUSCLE' Builder; so anxious for you to use it and to prove to yourself that it is the greatest bodybuilding contribution since the introduction of the plate loading barbell set; that we urge you to try this exerciser entirely at our risk! Order one of these exercisers today—NOW! Use it for just one week. If, at the end of that time, you do not agree with us that it is everything that we claim—that it will build massive arm muscle, spread your rib-box, deepen your chest, broaden your shoulders, chisel a 'classical torso' mid-section, add pep and variety to your routines, and do all this in an unusual, different way, impossible with barbells, dumbbells or cables, then return the exerciser to us for a refund!



AVAILABLE IN THREE SIZES

It's Compact—Perfectly Machined—Finished in Red Enamel—Made To Last A Lifetime

The Weider 'MULTI-MUSCLE' Builder is made in three sizes, each featuring specific advantages. The 30" length is particularly devised for specialized muscle molding and definition of the arms, shoulders, upper back and waist. The 46½" length is intended for heavier work. Bench presses, deadlifts, straddle, jefferson lift, etc., all take on a new importance; heavier weights can be handled easily and larger muscles are built. The 68½" length is devised for SUPER muscle growth. The wide, parallel placement of the hands literally pull the shoulders apart, stimulating structural growth of the shoulders, rib-box and upper back width. We sincerely suggest that you order the complete set of three different sizes for unlimited new muscle building benefits. If you cannot do this, then at least order one of these sensational muscle builders right away. In a few short work-outs you will see BIG IMPROVEMENTS, and be just as enthusiastic as the stars!

THE MOST REVOLUTIONARY EXERCISER MADE IN THE LAST FIFTY YEARS

WHAT YOU GET: When you order the new Weider 'MULTI-MUSCLE' Builder, you receive the exercise bar only. The illustrations show how your regular barbell plates and collars can be used to load exerciser. Any standard barbell plates and collars fit the exerciser.

FREE: With each purchase of either the complete set, or for any of the various sizes of Weider 'MULTI-MUSCLE' Builder, a completely illustrated course will be included absolutely free.

WHAT THE CHAMPS SAY:

LEROY COLBERT: "It's amazing! What a terrific exerciser! I want one for home training to use between my regular work-outs."

ED THERIAULT: "What an unique exerciser! There are so many different, unusual exercises that can be done. Each work the muscles from a different angle; makes training a real thrill!"

CLARENCE ROSS: "Last night I took my first work-out with this new exerciser. For the first time since I have been training, I found a new twist, a novel twist in muscle building."

LEO ROBERT: "The first second I performed the first exercise I experienced a bodybuilding thrill I'll never forget. What a terrific biceps and triceps developer this exerciser is. It's sensational!"

ORDER NOW — USE HANDY COUPON

Weider Barbell Co., Dept. (MB)
16 Hopkins Ave.,
Jersey City, N. J.

Dear Joe:
I want to add this unique exerciser to my bodybuilding gym. I understand that all standard barbell plates and collars will fit this new "MULTI-MUSCLE" Exerciser. I am enclosing \$_____ in payment for the exerciser or set, which I have checked off. I understand I must be 100% satisfied, or I can return my purchase within one week for a refund.

- (small) 30" size Price \$ 9.75
- (medium) 46½" size Price \$11.00
- (large) 68½" size Price \$14.00
- Complete set of above 3 sizes Price \$30.00

Name
Address
City Zone State

(Prompt Delivery. No COD's. Delivery charges are extra.)
IN CANADA: This exerciser is also available in Canada. Canadian Customers send orders direct to Weider Barbell Co., 4485 Colonial Ave., Montreal, Que., Canada.