



Weider Deluxe

PROFESSIONAL SETS

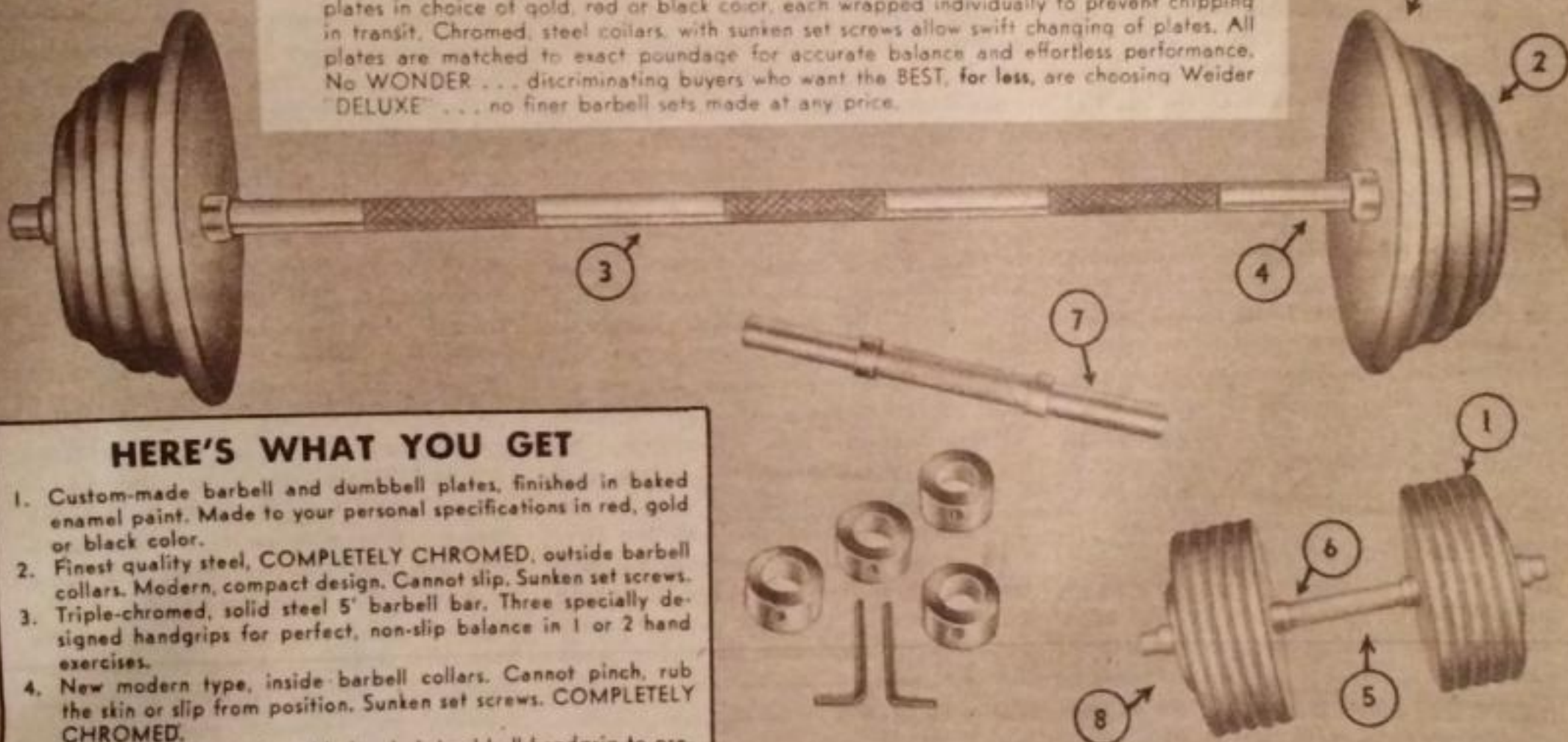


After many years of research and experience, the WEIDER BARBELL CO., has developed a "DELUXE" barbell and dumbbell set, GUARANTEED the finest in the world! This is the same professional type set used by the CHAMPIONS in their home training and at the world's most modern gyms. Specially designed for the discriminating barbell user who wants the BEST, they're safe, fast loading, comfortable to use and require a minimum of storage space. Every bar and collar is chromed! Plates finished in gleaming baked enamel, machined to exact poundage and designed for exact fit, eliminating noises or rattles in training. All bars are knurled for comfortable grip. A "beauty" in appearance;—effortless in performance;—once used, you'll never want to be without a Weider "DELUXE" set.

Completely Chromed — Machined — Knurled Handgrips — Baked Enamel Finish

THE TOPS IN BARBELLS

Down to the smallest details, Weider "DELUXE" sets are custom made;—the finest that money can buy! Highly polished, heavily chromed bars; knurled handgrips; baked enamelled plates in choice of gold, red or black color, each wrapped individually to prevent chipping in transit. Chromed, steel collars, with sunken set screws allow swift changing of plates. All plates are matched to exact poundage for accurate balance and effortless performance. No WONDER . . . discriminating buyers who want the BEST, for less, are choosing Weider "DELUXE" . . . no finer barbell sets made at any price.



HERE'S WHAT YOU GET

1. Custom-made barbell and dumbbell plates, finished in baked enamel paint. Made to your personal specifications in red, gold or black color.
2. Finest quality steel, COMPLETELY CHROMED, outside barbell collars. Modern, compact design. Cannot slip. Sunken set screws.
3. Triple-chromed, solid steel 5' barbell bar. Three specially designed handgrips for perfect, non-slip balance in 1 or 2 hand exercises.
4. New modern type, inside barbell collars. Cannot pinch, rub the skin or slip from position. Sunken set screws. COMPLETELY CHROMED.
5. Triple-chromed, comfortably knurled dumbbell handgrip to prevent finger or forearm fatigue.
6. Fixed-position inside dumbbell collars, COMPLETELY CHROMED, brazed securely against dumbbell handgrip. Cannot slip, pinch or rub skin.
7. Solid steel, triple-chromed 14" dumbbell bars. Wipe clean with damp cloth. Always glistening, new looking.
8. Specially designed dumbbell collars. COMPLETELY CHROMED. Lock securely with twist of the wrist.
9. Complete set of latest, revised Weider Courses, Wall Charts, all the secrets of champions . . . super sets, flushing routines, peak contraction, EVERYTHING you need to know about bodybuilding and good health.
10. PLUS . . . lifetime personal advisory service. We will be glad to give you personal advice, whenever you need it, FOR LIFE!

GUARANTEE: The Weider "DELUXE" Professional Sets are unconditionally guaranteed as being the world's finest, or your money back. No other sets can begin to with its high quality, flawless performance;—lifetime beauty!

WEIDER BARBELL CO., (DEPT. MB)
16 HOPKINS AVE.,
JERSEY CITY, N. J.

Gentlemen:

Enclosed find \$ _____ payment in full for the set I have checked.

- 105 lb. "DELUXE" Combination Set \$26.98
- 150 lb. "DELUXE" Combination Set \$33.98
- 210 lb. "DELUXE" Combination Set \$40.98
- 300 lb. "DELUXE" Combination Set \$51.98

I want my plates finished in the following color [check which]

- BLACK GOLD RED

Name _____

Address _____

City _____

Zone _____ State _____

(No COD's. All orders shipped within one week.)

PRICES OF SETS

105 LB. COMBINATION SET AND COURSES	\$26.98
150 LB. COMBINATION SET AND COURSES	\$33.98
210 LB. COMBINATION SET AND COURSES	\$40.98
300 LB. COMBINATION SET AND COURSES	\$51.98

NOTE:—We suggest the 105 pound set for boys up to 16 years of age, and for elderly men. The average man should order the 150 or the 210 pound set. The man with above average strength, or the one who wants the most in massive muscularity, will benefit most from the 300 lb. set.

