

Virile manhood : the official organ of the Laurance Institute of Health & Stamina Ltd. / Harold Laurance.

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TEN THOUSAND MEN IMPROVED THEIR PHYSIQUE, HEALTH and POWER in 1937 UNDER MY GUIDANCE

These reports tell of Body-Building Feats which YOU can equal Thus Qualifying for CASH PRIZES, MEDALS and DIPLOMAS

ORIGINALS OPEN TO INSPECTION READ THIS ASTOUNDING LETTER

Bodyweight Doubled! I really got results. I can speak with authority about this because before I came to you I had tried several courses, and still remained a "fat, weakling"...



J. P. Jones before and after today

EVERY WORLD-BEATER COURSE PUPIL HAS 9 OPPORTUNITIES OF WINNING ONE OF THE 157 MONTHLY AWARDS FOR PROGRESS BESIDES THE BIG FINAL AWARDS £100 · £25 · £10

EVERY REPORT GUARANTEED GENUINE

48 Years of Age. Pupil 4881 is a professional man with little time to spare for exercise. He acquired his superb physique and as 48 he is still "fit"...



A Young Man at 42. Pupil 4882 is a professional man with little time to spare for exercise. He acquired his superb physique and as 42 he is still "fit"...

THE "SMALL" MAN HAS THE SAME CHANCE AS THE "GIANT"

MORE REMARKABLE ACHIEVEMENTS

- 296. BODY-WEIGHT ADDED, CHEST INCREASED 6in. Pupil W. C. (Honey Aukley) reports increase: Body-weight 20lb., Chest 6in., Biceps 2 1/2in., Forearm 2 1/2in., Neck 2in., Thigh 6in.

Mr. W. J. (Dulwich). "My weight increased by 25lb., my chest by 3 1/2in., biceps and forearm 1 1/2in., my arms by 1 1/2in., my legs by 1 1/2in. As I have been using the L.A. course for only nine months I would be grateful for your opinion."

Mr. W. H. (Calden Town, E.41). "Your course is far superior. The general feeling of fitness is being noticeable. Last week I lifted 250 lb. in under 8 hours. My stamina is amazing."

Mr. G. T. (Lindford). "I am absolutely delighted with the results since we have had no loss of weight. My weight has increased by 10 lb. and my chest by 1 1/2 in. My stamina is now perfect and I am in wonderful health."

291. BODY-WEIGHT ADDED Pupil G. S. (Denton) reports: Increase of Body-weight 20lb., chest circumference 4 1/2 in., increased 5in., Biceps 1 1/2in., Thigh 2in.

THE HAROLD LAURANCE SWIM SUIT



SPECIALLY CUT TO DISPLAY BIG MUSCLES NOW'S THE TIME TO CULTIVATE A MANLY PHYSIQUE FOR THE COMING BATHING SEASON

APPROVED LAURANCE PUPILS ONLY ARE ENTITLED TO DISPLAY THE LAURANCE REGISTERED DESIGN SWIM SUIT

JOIN THE GOODLY COMPANY OF MIGHTY MEN—ENROL NOW FOR THE 1938 WORLD-BEATER COURSE

STOP PRESS. Ditchley (London) pupil, entered for £1000 prize in 1938. Increase (table 4) in, on chest, 2 1/2 in. in 10 days. Pupil J. S. (Ampersbury, Wilt.) increase of 10 lb. in three months of course. STRENGTH INCREASED. Pupil W. C. (Honey Aukley) reports increase in strength...

WORLD'S RECORD TRANSFORMATION LAURANCE PUPIL DOUBLES HIS BODY-WEIGHT See page 4 for full account of Pupil Jones' amazing improvement

VIRILE MANHOOD The Official Organ of the LAURANCE INSTITUTE of HEALTH and Stamina Ltd.

CIRCULATING ALL OVER THE WORLD Read by all Physical Culture Enthusiasts

A NEW BRITAIN IN THE MAKING

Tremendous Enthusiasm for the New Physical Culture

Plymouth Pupil's Amazing Gains

WEAKLINGS INTO SUPERMEN FIGURES NEVER SURPASSED IN ALL PHYSICAL CULTURE HISTORY

BRITAIN has heard the call to fitness! The post-war apathy and indifference that brought the nation's manhood to so low a level has fallen away like magic...

Table with columns for measurements: Weight, Chest, Biceps, Forearm, Neck, Thigh. Rows for Pupil 4881 and Pupil 4882.

SIX months ago the Laurance Institute of Health and Stamina Ltd. created a wonderful record. Twenty pupils added an aggregate of 300 inches of muscle measurement in 20 days only...



to their country to keep their bodies fit and ready to face the stresses and strains that are inseparable from modern civilization.

NEW NATIONAL HERO By GEORGE WALSH

I FIRST met Harold Laurance when he was fifteen years of age. I remember him as a weakly, pale faced youth indistinguishable from a thousand others...



PERSONAL SATISFACTION. But for me there is a finer satisfaction in Harold Laurance's achievements. For me it is gratifying and pleasing to reflect that the proud title of "King of Body-builders" is now held by a man whom I once knew (and tried to encourage) as a sickly weakling and who has reached his proud position by his fierce determination and his own innate genius...

WONDERFUL SUCCESS. His astounding success as a teacher of modern physical culture has pleased me exceedingly for it seems to me that no man is better fitted to convert the weak into strong men...

