

The importance of exercise / F. Meredith Clease.

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Edgar & Agnif

Cleave

**The . . .
Importance
of
Exercise.**

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CLEAVE



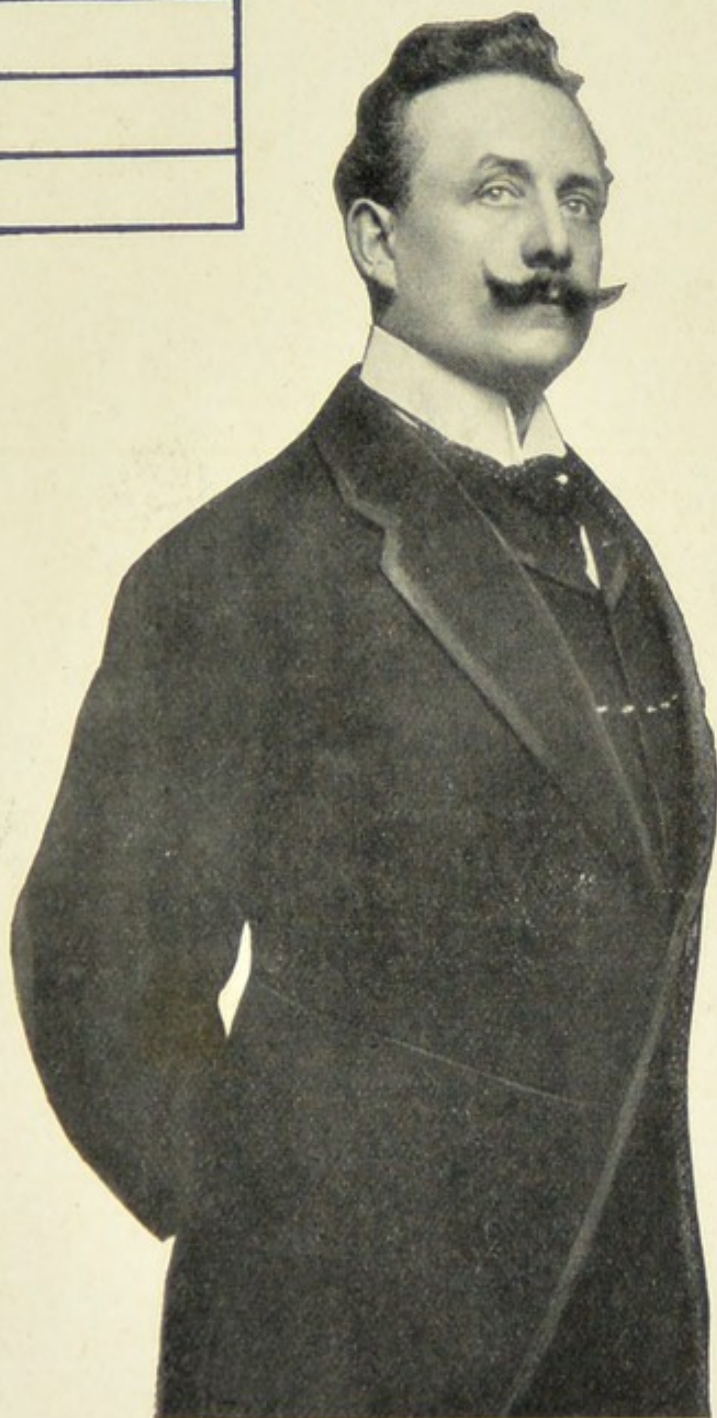
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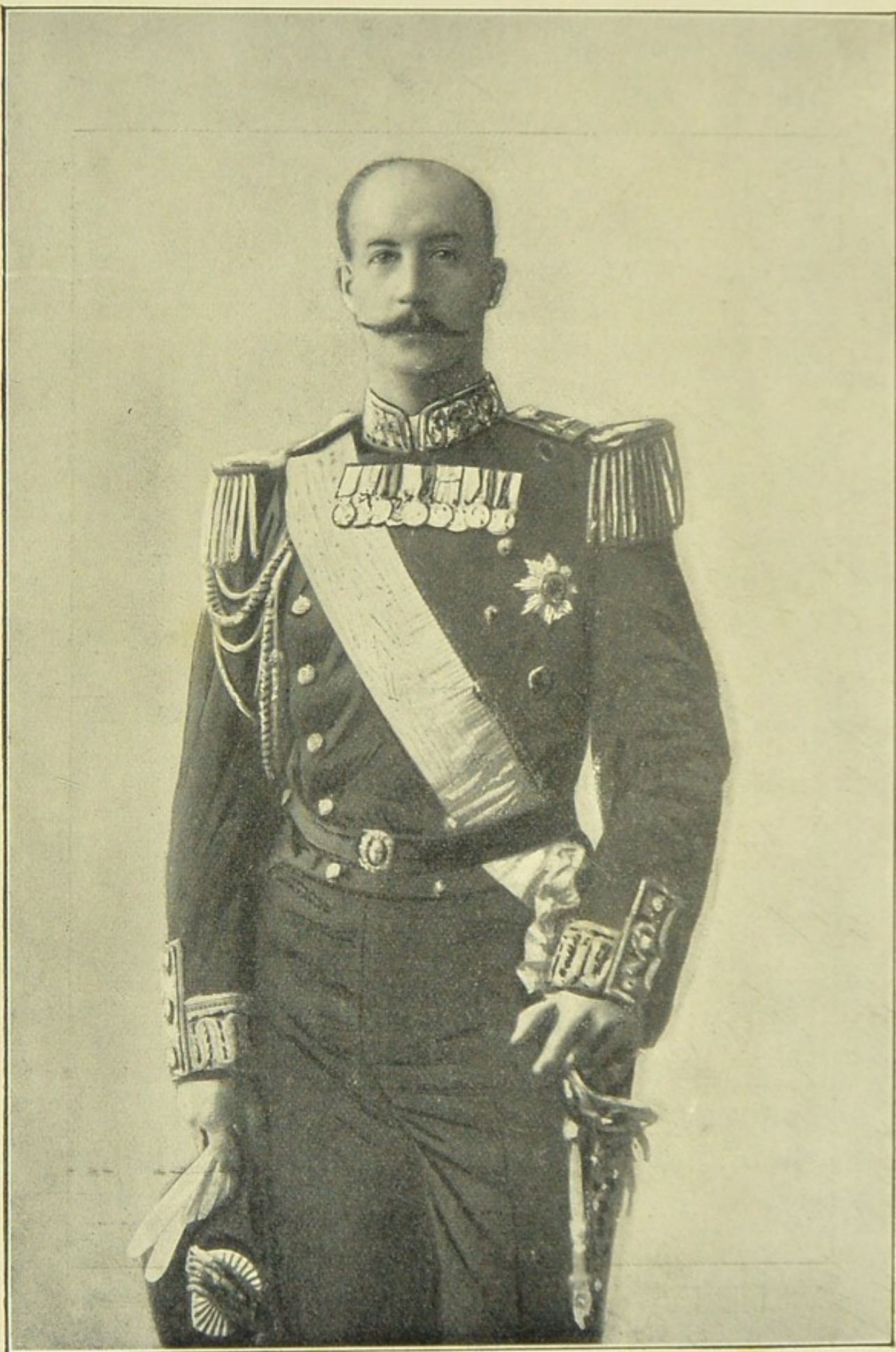
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F. MEREDITH CLEASE,

INVENTOR OF THE STRETCHING
METHOD OF EXERCISE.

[ca. 1900]



A Distinguished Client,

PRINCE GEORGE OF GREECE.

THE IMPORTANCE OF EXERCISE. ::

"O happy exercise !
By thee came I to joy out of torment."
King's Quair X.

BY JAMES I. OF SCOTLAND,
written about 1422 when he was a prisoner in Windsor

TO-DAY the desire for health and physical perfection is greater than ever, but just how to obtain these most essential possessions is still an uncertainty in the minds of a large number of intelligent people. Exercise is becoming more and more generally recognised as one of the means. Medical men are advocating it—very gingerly, it is true, but still they help to spread the idea ; if they cared, however, they could very soon make it an universal idea. Their reluctance is, no doubt, due to the large section of the public who would rather swallow drugs and medicines by the gallon than spend a few minutes at exercise—consequently, the doctors' hands are tied ; they know their public, and they have no time to become missionaries for the treatment by exercise. In due course, the drug-takers will, no doubt, see the error of their ways, and I live in hopes of one day seeing the 15 minutes' exercise movement become a part and parcel of everyone's

life. When I say "everyone" I really mean all those who take a serious view of their physical welfare ; there will always be the backsliders, the "can't be bothered" and "haven't timers," and consequently the unhealthy or physically unfit.

It should need only a few minutes' serious reflection to realise the importance of a few minutes' daily exercise. Every organ and function, every part and parcel of the frame, is dependent on nerve force, circulatory excellence and muscular perfection. This is so, and the great creator of standard stamina in each and every respect is physical exercise. This is a scientific and physiological fact, always admitted, always recognised. The only difficulty hitherto has been that of ignorance which movements to employ. This is my sphere, this is my work, and I maintain to-day by reason of the recorded results of years of practice that my system of physical culture can diminish the sum total of human suffering and disease to a wonderful extent. This is no mere hypothesis, no idle conjecture, no vague remark, for in my own experience I have by my stretching exercises cured or relieved countless cases of—

Obesity,	Prominent Hips,	Protruding Abdomen,
Constipation,	Indigestion,	Liver Disorders,
Narrow Chest,	Weak Back,	Stunted Growth,
Curvature,	Emaciated Frame,	General Physical Degeneracy,
Insomnia,	Organic Troubles,	Nervous Ailments,
Weak Heart,	Lack of Symmetry,	Imperfect Development.

If not already convinced, I am confident that you will soon realise the truth of my assertions, if you will allow me to prescribe a six months' course for you. Every

exercise in this course is chosen to suit the individual's actual requirements, and they are sent in sections, fortnightly or monthly, as the case demands. In fact, my services are at the disposal of the client from beginning to end, and if it is necessary to carry the course beyond the six months, I do so without extra charge. Arrangements can be made for special and individual treatment at my school if desired.

J. Meredith. Class

THE CLEAVE INSTITUTE.

124, New Bond Street,
LONDON, W. —————

TELEPHONE
Gerrard 6748

MY :: STRETCHING

METHOD. :: ::

WATCH a healthy baby when it awakens. At the dictate of nature it stretches every limb and every muscle—the more it stretches the healthier and stronger it becomes. How do you correct the sense of fatigue and lassitude? You unconsciously stretch, and you are refreshed. When you rise in the morning you instinctively want to stretch—and you stretch.

STRETCHING IS THE UNDERLYING PRINCIPLE - - - OF THE CLEAVE METHOD. - - -

After many years of study and practical experience, I have at last been able to devise a method of physical culture that can be practised in the home just as effectually as if you were under my personal instruction in my school. Years ago while a teacher of all the various forms of exercise, including the Swedish, German and Delsart, I found great difficulty in getting my pupils to practise at home by themselves at times when it was not convenient for them to attend in classes. Of all the systems I have tried during my twenty-five years' experience, the Swedish (founded by Peter Ling, who died 1839) gave, in my opinion, the best results, but it had the same weakness in principle as had all the others—an individual could not practise it without the stimulus of

an experienced teacher. It was too monotonous, or the individual could not muster up sufficient will-power to perform the various movements in the manner required. Even when taught in a school by a competent master, great care had to be taken to avoid over-concentration on the part of an enthusiastic pupil. At the time when Ling's system of Swedish work was founded, the conditions of life were entirely different from those of to-day. Men and women then had more leisure to attend gymnasia and receive personal instruction. To-day the rush-and-bustle conditions of business and social life have created the expressions: "I can't be bothered," or "I haven't time," with or for exercise, yet because of such modern conditions we need exercise now more than ever, and every day the public is becoming more and more alive to this fact. Nevertheless, very few are prepared to give much time to such a laudable object. Such systems as Swedish and the like are out of the question for home work, therefore, many try dumb-bells, others wall exercisers; estimable as these may be, they are fast losing their popularity for the reasons that they either over-develop, take up too much time, or, as is the case of the wall-exerciser plan, are too inconvenient. Moreover, such systems as the dumb-bell and wall-exerciser are not suitable for all kinds and conditions of people. Only the strong and the robust can safely follow them; the weak and the ailing would do so with a considerable amount of risk. Therefore, the old forms of apparatus and non-apparatus systems are totally unsuited to meet the present day conditions and requirements. The former because of its possibilities of over-development and danger to the weak, the latter (free movements) by its possibilities of

using up too much nerve force and thus impairing vitality.

The dangers, difficulties and unsuitability of the above-mentioned systems have been brought to my notice by actual practical experience. As I have previously stated, I have experimented with every form of exercise, and while teaching I was constantly thinking how to improve upon existing methods. My first thought has always been to give the people some form of exercise that could be practised with equal safety by the weak as well as the strong, by delicate women as well as robust men, and to-day after years of study and experiment I am glad to say that my efforts have been crowned in a remarkably successful manner, for I have many thousands of clients of both sexes who have derived great benefits from my new and improved methods.

I wish it to be clearly understood that I do not claim any great inventiveness in the actual exercises, that is, the various movements that are possible with the body. It is in the method of application that I claim originality. Looking back through the various systems of exercise, even back to the ancient Greeks, the movements of the arms, body and legs are precisely the same to-day as then—it could not be otherwise. **Bodily movements are the invention of nature, not man.** Nevertheless, there are individuals who claim to have invented movements of the body that history can show were performed by the ancient Hindoos, as well as the Greeks, as a part of their religion. Speaking of the ancient and modern Hindoos, how much farther advanced are they in the knowledge of

exercising the body than we Westerners are? It has always been the custom of this race of men to perform certain exercises and practise deep breathing as a part of their religion. The most reliable theory on lung culture emanates from the "Yogin" (Hindoo medicine men), and certain defined exercises are taken by them every day as a part of their religious devotions. What if the people of this country did the same? What a fine race we English would be! However, this is by the way—I am always doing my best towards this end.

I am acquainted with every possible body movement which we call exercise, and I have invented a means by which these movements can be performed with the greatest amount of benefit to the entire body, organically and muscularly, and for this invention I claim originality. This appliance I call the "Perfectum," which is fully illustrated in this little book, and **is the means by which I obtain such remarkable results.** Each of the exercises I prescribe throughout the six months' course is performed with this apparatus, and because it is attached directly to the user's body, the most lethargic individual is compelled to do some work of value; no movement is wasted, and every ounce of physical resistance (the essence of exercise) created is used to advantage by every muscle in the body, and, above all, the interest in the work is gradually increased not decreased as is the case of most other systems, including the Swedish, dumb-bell and wall-exerciser. The "Perfectum" appliance causes you to fully stretch the body in all directions and arouses that natural antagonism that exists in everyone, man or woman, the weak or the strong. In other words, the "Perfectum"

stimulates the will (brain) power to a point of resistance with the muscles, through the agency of the nerves, which is the most essential feature in my form of exercise—and you stretch. For instance, what gives pleasure and physical exercise to the rower? It is the resistance between the sculls and the water created in the brain. Even in golf, simple game as it appears, it is the antagonism between the player and the ball that creates the interest and exercise: when the club comes in contact with the ball every ounce of necessary muscular resistance is momentarily called into play, and it is just gauging the exact amount required to carry the ball a certain distance that keeps the interest in the game alive. So it is with every branch of sport and exercise. An exercise that does not continually arouse the antagonistic spirit and maintain the interest of the individual is dropped, and that is where the “can’t be bothered” spirit creeps in. With my “Perfectum” appliance I can compel even the lazy person to exercise and in course of time take a keen interest in doing so. In addition to the keenness and interest that my apparatus arouses, it is so convenient for travelling as well as for home use; being attached to the body (in a few seconds) it requires no hooks or fixtures of any kind.



The Clease Method

STRETCH ::

You can be well, sound, alert, and "fit" in mind and body at the expense of only a few minutes' pleasant exercise daily.

That is the whole claim of the Clease method, endorsed by the highest medical authorities, as I will prove if you call upon me at my Institute.

"Fitness" means having every one of the 527 muscles in the human body doing its own work fitly ; none shrunk, flabby, or useless, none over-developed and exaggerated.

The Clease Method yields beauty and symmetry of form, not growth of ugly and useless muscles in wrong places.

Its secret is stretching, not contraction—exercises that rest, not exercises that fatigue.

The Clease Method

DIFFERENT ::

If you consider for a moment what all other systems teach : if you think of what dumb-bells, weight-lifting, wall exercisers, and most other exercises amount to, you will see that their whole effort is for contraction—drawing certain muscles together into hard bulging lumps.

Now, all the fatigue, exhaustion, and unfitness which

physical culture is meant to cure, is mostly the *result* of undue contraction and congestion of vital organs and of muscular tissue. The way to remove this congestion, etc., is not to contract the muscles, but to stretch them ; and this is what gives the delightful sense of exhilaration and pleasure which is experienced after a few minutes of Clease exercising.

Hence the immediate benefit experienced by my clients. From the first lesson the cure begins, because it is direct, and not indirect, because it removes the sensations of sluggishness, slackness, depression, puffiness, overwork, and muscular lassitude ; because it stretches and stretches and strengthens, and because it exercises *all* the bodily muscles, not a few selected ones.

The Clease Treatment is entirely unlike any other Physical Culture system, and better. It is scientific in method, prescribed by doctors, and used by Royalty.

Rest, not Fatigue ; Pleasure, not Weariness, the True Tests. ::

The test of ordinary physical exercises is a more or less feeling of fatigue after the work. A certain few muscles are set to work ; these isolated muscles are drawn up and contracted with work, and the patient is bidden to observe the beneficial result—See how tired he is ! The wearier he is after the daily round of monotonous pulling in and contraction, the better he is expected to feel. That is why so few people really persevere with ordinary systems

They give up after a week or two. People don't give up Clease exercises ; they find them pleasant to persevere with.

Clease exercises principally employ the " Extensor " muscles, not the " Flexors," as do most other systems, and correctly exercise all the muscles, and fatigue none of them. Instead of tiring, they *rest* you. You would do the exercises for pure pleasure—do them gladly—you are made happier, more comfortable, fuller of capacity, vigour, and " fitness," after those few moments of pleasure in the morning or evening.

With most other systems of exercise you will be told to keep on until you are tired. This is the difference in the Clease system : here you are told to keep on until refreshed and relieved.

The Clease Method has the Charm of Variety ::

The Clease Method makes exercises delightful as well as valuable by variation. Courses which commence with a set of exercises to be performed an increasing number of times, with increased weights or resistances to be overcome, grow every week longer and more monotonous. Every day certain muscles are exercised at the expense of others, and the test is that you feel tired afterwards. Clease exercises are ever new, always growing more interesting. They make for health and pleasure, they make for a complete and permanent cure, they make for symmetry, they rest you instead of fatiguing.

Beauty is Health, Health, Beauty ::

Health and Fitness are my objective. But Beauty as well as Health is what Clease treatment produces.

Every exercise in my appliance course has a distinct purpose, and in order to protect the weaker and more delicate muscles from strain, the strongest muscles are made to do the greater part of the work entailed by each movement. It is by their action that the more delicate involuntary muscles are effectually strengthened and stimulated to increased vigour. As a healthy organism depends entirely upon a full supply of nervous and muscular energy, so does the possession of a symmetrical figure depend upon a harmoniously developed body. *An anatomical chart is given to every pupil*, vividly describing the physical make-up of the entire body ; by this chart the various muscles, etc., called into play by each exercise can be studied. I teach intelligent exercise, not blind, mechanical movements, and every pupil is taught the why and the wherefore of every exercise.

My Method Individual—

I Teach Each ::

I treat *you*. I study each pupil's reports of his or her own progress, and send exercises specially and individually selected. The teaching is all done by myself ; you are not

relegated to the care of an assistant ; and the course is exactly what *you* need, not what suits someone else.

In the days of Ancient Greece the highest honour a man or woman could attain to was the modelling and carving out in stone of the shape of his or her body. The recipient of this high honour had necessarily to possess a body (and brain) of the highest degree of perfection. Examples of these perfect men and women are now to be seen in our art galleries and museums. Venuses and Apollos had to work assiduously for hours each day and for a long period to arrive at such perfection.

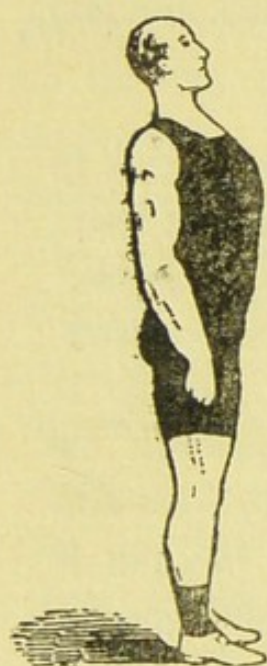
Whilst the desire to be carved in stone or cast in bronze may have gone out of fashion nowadays, the desire to possess a perfect body—particularly amongst ladies—still exists. But few would be willing to work so strenuously to attain it as did the ancient Greeks. Neither is this necessary. To-day this laudable ambition can be achieved without the expenditure of unnecessary time and energy, for the **Cleese Stretching Method** has put it within the power of every person to physically beautify his or her body by **only fifteen minutes' daily exercise for a few weeks.**



ROUND BACK, FLAT CHEST & PROTRUDING ABDOMEN

ARE TYPICAL OF THE UNGAINLY AND THE UNHEALTHY.

NEGLECT among the educated and refined classes to use and develop the muscles of the back has exercised a bad influence on the spinal column, and is at least partially



The possibility
of the Clease
Perfectum Method

responsible for impairments of its primitive integrity. **Stunted growth, stooping shoulders, protruding abdomen, slouching gait, spinal curvature, weak backs, and bad health—** these are some of the principal results of this neglect.

It does not require a great deal of intelligence to understand that if the body is in a constant state of collapse, the various organs must necessarily be in a state of compression, which must mean interruption in their various functions. For instance,

with a flat-chested person the heart and lungs must be somewhat restricted in their action—their working space is lessened—consequently the quality of the blood and its quantity is much below that which it should be. As only part of the lungs are in actual use, the blood cannot be thoroughly purified. **Then, if the heart (pumping**



Typical
Middle-aged
figure

apparatus) is restricted in its action, it stands to reason that the circulation of the blood is weak also.

Here we have two of the most common complaints (and the forerunners of most others) existing amongst women and girls—**anæmia and poor circulation.**

The same reasoning can be applied to the organs of the abdominal region ; if they, too, are in a constant state of compression, can we wonder at the process of digestion becoming interrupted. and the powers of elimination weakened (**constipation, etc.**).

A protruding abdomen and prominent hips are the ultimate and most pronounced results of this constant **sagging downwards of the body,—**

STRETCH THE ABDOMEN AND
REMOVE THE COMPRESSION.

Then, again, this constant sagging downwards of the spinal column affects the lines of communication between

the brain and the rest of body (the nerves). Here we can trace the origin of the prevailing trouble called "nerves."—

STRETCH THE SPINE AND
RELEASE THE NERVES.

To physically educate the body in the true sense of the word, the entire structure must be uplifted, but this can only be brought about by arousing **natural antagonism of the extensor muscles** of the back against the combined force of gravitation and the flexor muscles. Ordinary dumb-bells, free movements, or wall exercisers will not do this entirely, but the movements performed with the **Cleese Perfectum Appliance WILL**, and, what is more, with only a few minutes' daily practice for a few weeks.

The secret of the success of my Apparatus Method is that it directly affects the extensor muscles and the spine **by constantly stretching them**. Not only will the body be brought to its full and natural height, but the figure is made proportionate in all its parts. **Any tendency** to constant compression of the ribs and abdomen is mainly the cause of most ailments, prominent hips and undeveloped bust, etc. In short,

to use the words of some of my clients, "**The Clease Stretching Method and Appliance** is the nearest approach to scientific bodily exercise yet placed before the public."



ABOUT MY :: :: :: CORRESPONDENCE COURSE

AND INCIDENTS IN MY CAREER.

MY fee for a complete Six Months' Home Course is **£3 3s.** which includes my latest Patent Appliance, the "Perfectum." This becomes the property of the client.

The Six Months' Course consists of a series of exercises, which are sent in sections, fortnightly or monthly, as the case may be. Each exercise is selected to suit each individual's particular case. They are vividly illustrated and accompanied with instructions so clear that a child might follow them, in fact I might say that I never have the slightest trouble in making myself understood with my directions sent through the post.

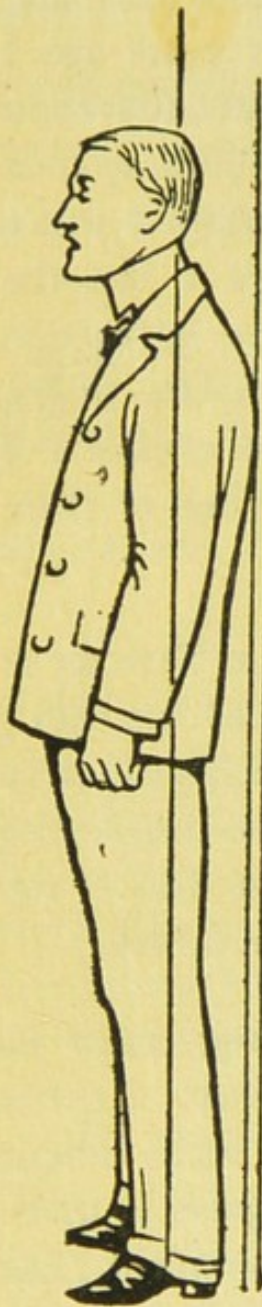
My greatest difficulty is to persuade would-be clients that it is really unnecessary to have personal demonstrations of my exercises. This I know is somewhat necessary with some systems of exercise. Where this is so it is the fault of the teacher. Everyone will appreciate this fact, for have we not at some time or the other when seeking knowledge discovered that what one teacher might take a month to impart, another could in a few words make perfectly clear and plain. In this direction I have been singularly successful. True *I have had 25 years experience*, and ought by now to have arrived at such a state of proficiency in my teaching. From the

days when I successfully passed my examinations and obtained *my first diplomâ* (with honours) 25 years ago I have *personally* been responsible for the physical education and treatment of hundreds of thousands of men, women and children. In slight evidence of this, while I was a Director of Exercises at *Haileybury College* I had the control of over 500 pupils, to whom I gave instruction personally every week ; then again while Director of the *Birmingham Athletic Institute* my weekly roll of clients of both sexes was over 1,000 ; each and every one of them received personal instruction from me direct.

One of my most unique experiences was as Director of Exercises to the Birmingham *Deaf and Dumb* Institute ; while it was most trying and difficult to teach such sadly afflicted people, it was at the same time interesting work. It was here that I gained a great deal of my power and ability to impart instruction to others.

I could enumerate other instances in my career to prove my ability to instruct if it were necessary. I doubt if any other advertised expert has had such unique practical experience as myself. I may not spend as much money on advertising as some, but I am confident I can give satisfaction where other teachers might fail.

There is one special feature in connection with my work : I do not take any more clients than I can actually manage to instruct personally, either through the post or at my Institute. Of course I have a staff of highly-trained assistants, but these only attend to the minor details. *The actual instruction required in each case comes from me direct*; naturally *I am kept busy*, but



A nice boy but
what a figure

then I love my work, and my one sole object is to give better service, better results than can possibly be obtained elsewhere. *While my fees are much lower than* those charged at other like establishments, I am absolutely confident in saying that the results achieved by the "*Cleese Apparatus Method*" under my personal guidance will bear more than favourable comparison with any of the high - priced systems or methods now advertised.

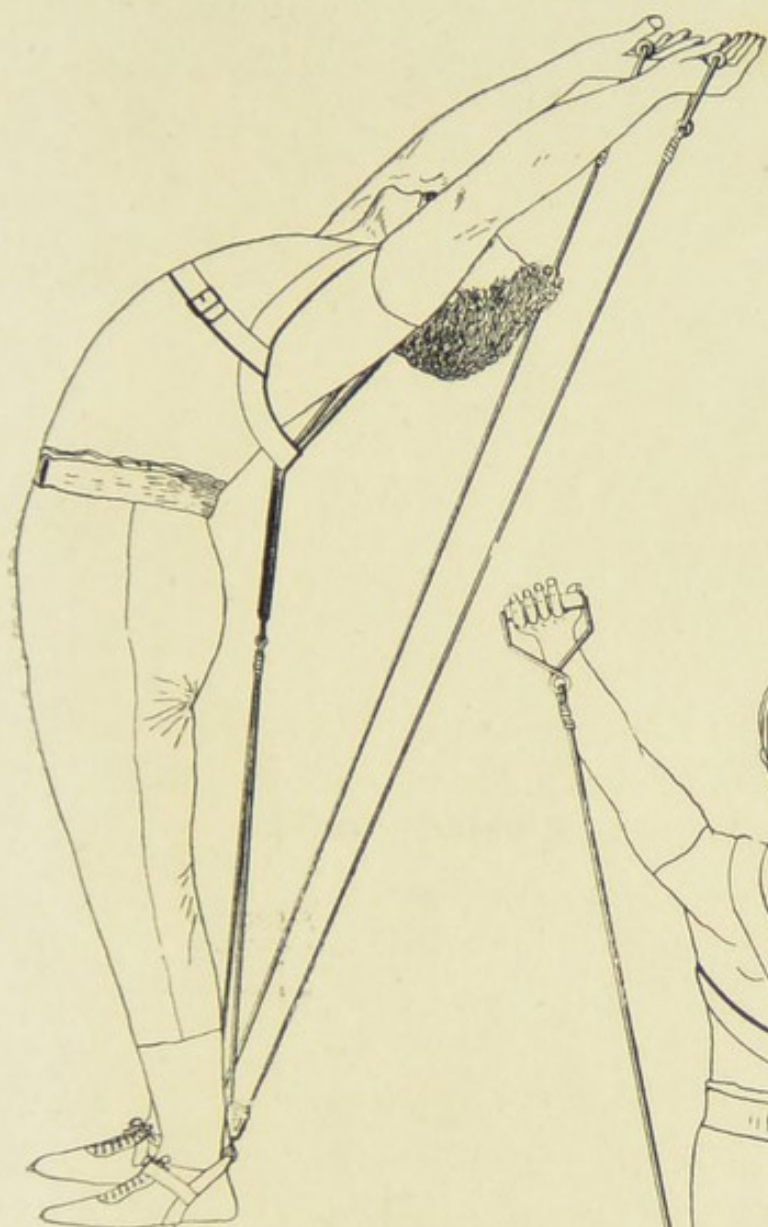
If at all possible *come and see me* and test for yourself. I am always pleased to give consultation *free of charge*. If it is not convenient to pay me a personal visit let me prescribe for you by post.

One point more.—I am always willing to meet those who find it inconvenient to pay my full fee down, and am pleased to arrange for it to be paid by instalments



Such a figure can be obtained by following the *Cleese Perfectum Method.*"

THE CLEASE
PERFECTUM -
STRETCHING
APPLIANCE. -



This appliance is included in the 6 months course, and is covered by the fee charged. It becomes the property of the client.

