

"H. & E." exercise course : a three months' course of physical exercises for developing those muscles which have a vital bearing upon the general health / Health Promotion, Ltd., 19-21 Ludgate Hill, London, E.C.4.

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"H. & E." EXERCISER COURSE

A Three Months' Course of Physical Exercises for developing those muscles which have a vital bearing upon the General Health.

(Particulars for purchasing the "H. & E." Exerciser will be found on the last page.)

THE Exercises given on this Chart compose a thorough system of Physical Culture, and the movements are sufficient to cover a period of Three Months' Training—in fact, the number of MOVEMENTS given almost double the number of exercises given by many physical culture teachers and experts. You should perform six of the exercises per day, so that it will take you three days to do every exercise on the Chart. The little rest allowed your muscles by this arrangement makes for increased strength and vigour. The muscles do not become so stale as performing the same exercises day after day. Take your measurements every week and especially note the measurements at the beginning in order that you may be able to register your progress. At the end of three months you should have made an appreciable advance on your present physique and you should also feel much better in general health. Do not exercise immediately after a meal. Do not exercise when tired, but exercise until you are tired. Find out by experience what part of the day suits you best and exercise then. Do not over-exercise early in the morning. Most people find the best time of the day is between 4 p.m. and 9 p.m. Do not eat a heavy meal immediately after exercise, otherwise the good effects of the exertion will be lost. Take a cold bath every morning if you can stand it, and a warm one at least twice a week.

Health, Ambition's Crown.



1. External Oblique and all Muscles of the Trunk.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Live to Enjoy Health.



6. Pectorals, Deltoid, Triceps and Scapular Muscles (Sinking Muscles).
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Be careful not to stand too far from the exerciser, otherwise there will be undue strain on the elastic cords which will shorten the life of the exerciser. Do not forget to give a good finish to each movement and put plenty of spring into it, although you will find this makes the exercise a little harder. Concentrate upon the special muscles developed by the particular movement, and you will double the development obtained. In order to help your concentration the anatomical studies on this chart should be studied attentively, and not merely glanced at, making sure that you know the exact position of the muscles indicated, as this is of vital importance.

A further advanced course of exercises for use with this developer, including chest expanding and weight lifting movements, may be had at a nominal charge of 2/6 from address below.

Disease is Evil.



11. Expanding Chest and Strengthening the Spinal Column.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

He Alone Lives who Uses his Strength.



14. All the Muscles of the Arms and Shoulders.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Exercise is the Best Medicine.



2. Flexors.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

If you would Harden your Children, Teach them to Exercise.



3. Triceps, Deltoids, Latissimus Dorsi.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.



15. For Raising Chest and Increasing Lung Capacity.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Success is but the Handmaid of Health.



16. Waist and Forearm Muscles.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

GENERAL INSTRUCTIONS FOR USING THE "H. & E." DEVELOPER.

It will be noticed that a coupling bar attaches the two sides and prevents their opening. This renders resistance even and makes exercising more effective.

Use of "H. & E." Developer for Ordinary Body Exercises. Fig. 1. The two handles, A and B, are connected by a spring which will allow a free part of the elastic cord to be drawn out, thus giving a great degree of resistance. The lower end, B, should be about 18 inches from the feet. Do not stand more than 24 inches from the machine. It is better to increase the number of repetitions than to strain the Developer. Stand close to Developer when exercising.

Use of "H. & E." Developer for Special Leg Exercises. Figs. 2 and 3. The handles should be attached to the Developer in the places shown on each side. For use when Developer is fixed as in Fig. 2.

Use of "H. & E." Developer for Special Leg Exercises. Figs. 4 and 5. The handles should be attached to the Developer in the places shown on each side. For use when Developer is fixed as in Fig. 4.

HEALTH PROMOTION, LTD., 19-21, LUDGATE HILL, LONDON, E.C.4.

Health is Wealth.



4. Pectorals Major and Minor, and Anterior Deltoid.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Health is the First Secret of Success.



7. Triceps, Anterior and Posterior Radii, Triceps.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Ventilation is the Best Disinfectant.



9. Anterior and Posterior Deltoids, Triceps and Triceps.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

All Health tends more or less towards Strength.



12. Latissimus Dorsi, Triceps, Pectorals Major, Triceps Major.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

All Disease is Weakness.



17. External Oblique, Pectorals Major, Erector Spinae, etc.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

The Soul is Withered and Debased in an Unhealthy and Cold Body.



13. Latissimus Dorsi, Triceps Major and Minor, and Infra-Scapular.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Health is Nature's First Law.



8. Pectorals and Gastro-Brachialis, Triceps and Extensors.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Lingering Illness is Slow Suicide.



10. Biceps and Muscles of the Fore Arm and Wrist.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Health best Speaks the Mind.



11. Rectus Abdominis (Special Exercise for curing Obesity).
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

Disease is Death's Cousin.



14. Triceps (Middle portion) and Major.
Stand with feet apart, arms raised, and swing each arm alternately to the left and right, keeping the trunk straight.

READ "HEALTH AND EFFICIENCY" MAGAZINE EVERY MONTH.