

Hovis health chart : including suitable exercises for physical development, slimming & improvement at sports & games / Hovis Ltd.

Contributors

Hovis Limited

Publication/Creation

Macclesfield : Hovis Ltd., [between 1930 and 1939?]

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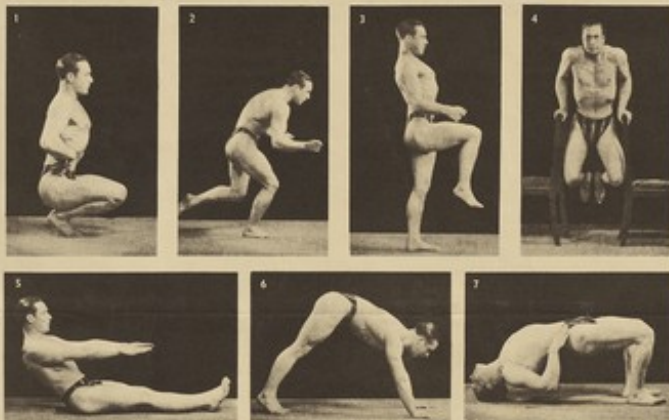
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HOVIS HEALTH CHART

INCLUDING SUITABLE EXERCISES FOR PHYSICAL DEVELOPMENT, SLIMMING & IMPROVEMENT AT SPORTS & GAMES

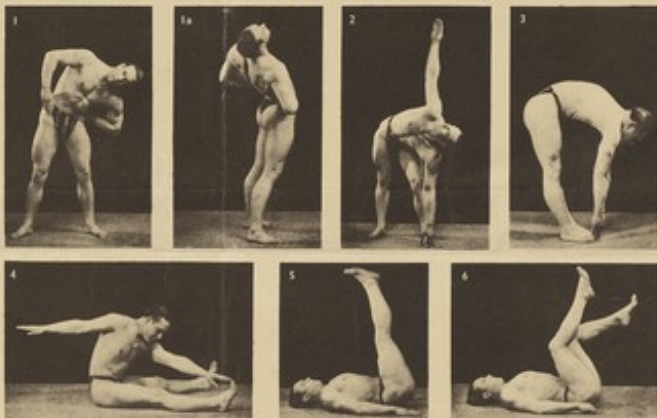
SECTION 1. GENERAL PHYSICAL DEVELOPMENT



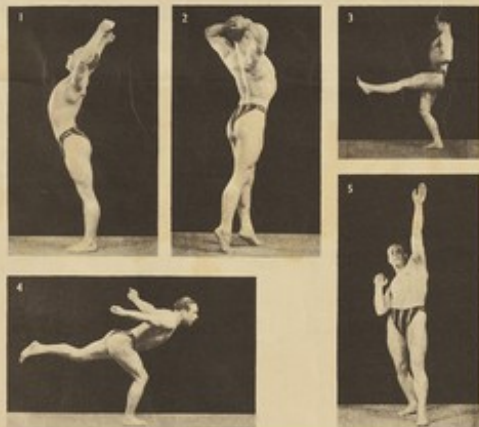
1. The "Deep knee bend" is performed by sitting down till buttocks touch heels, inhaling deeply as you return to upright position. Ten to twenty repetitions. Leg development.
2. "A Deep knee bend" upon one leg, the knee of the disengaged leg may very lightly touch the floor before pressing back. Breathe as in Number 1. Five or six repetitions.
3. Stationary running. In position shown take about 20 running steps, lifting the knees high and using hands in sprint position. The very fit may increase up to 100 steps, counting by the right leg. Fine general training, tunes up for sports and games.
4. Support your weight upon two chairs, if necessary padding the backs. Now dip up and down, going as low as possible, four to ten times. Splendid for triceps development for weight lifting. A variation (for abdominals) is to press the legs out till level with the waist, legs straight, up to ten times.
5. Recline upon the floor, legs straight and arms held out behind the head. Now sit up and continue until you touch the toes with the finger tips, exhale as you come up, inhale as you return. Five to twelve times. For abdominal development. This being of great importance to the physical culturist, he is advised to also include the special movements in "Slimming" section.
6. From position shown lower the body to allow chin to touch the floor, press back five to twelve times. Do NOT allow the back to "hollow," then vary by a special rolling movement where you miss the floor with the chin, continuing with forward movement until position one is regained, this time allowing back to "hollow" in pronounced manner as the chin clears the floor. Number 6 and variation will bring into play every muscle of the body.
7. The "Wrestler's Bridge" is splendid for strengthening the neck and back. A folded towel beneath the head will increase comfort, suddenly throw up into the bridge position as shown, then lower back to shoulders and feet before repeating five to twelve times.

SECTION 2. SLIMMING AND IMPROVEMENT AT SPORTS AND GAMES

1. Stand as shown with hands on hips, now bend sideways, then forwards and towards the front so that the head sweeps in front of the knees. Carry across from left to right and as you come up on the right side lean well backwards as shown in 2a. After ten or twelve repetitions vary by working from right to left. Abdominals and weight reduction.
2. Stand at attention, hands by sides. Now step forward with the left foot and track down to touch the toes with the left hand at the same time throwing the right hand overhead. Head to be turned to watch the hand overhead. Recover position smartly and repeat twelve times, then change to right foot for forward step and left hand overhead.
3. Stand with the hands held right overhead, then stoop to touch the toes with the finger tips without allowing the knees to bend. Exhale as you stoop down, inhale deeply as arms go overhead. Ten or twelve times. Lean backwards slightly when you recover to upright position. For suppleness, weight reduction and strengthening the back.
4. Sit upon the floor with the feet opened out about two feet apart. Swing the body over to allow the left finger tips to touch the right toes, then back to touch left toes with right finger tips. Fifteen repetitions counting by the right hand. Abdominals and weight reduction.
5. Recline upon the floor with hands by the sides. Now bring the feet up and over until the toes touch the ground at back of the head or nearly so, without allowing the legs to bend. Inhale deeply as the legs return to position one. Five to fifteen times.
6. Recline upon the floor and after taking up the position shown, work the legs up to thirty times as in cycling. Vary by altering speed from slow to fast.



SECTION 3. LADIES AND CHILDREN



1. Deep Breathing and Arms Circles. A loosening movement improving suppleness and deportment, also curing rounded shoulders. Commence with hands by the sides, then carry them out in front and right overhead, inhaling deeply as they go upwards and exhaling as they return to the sides. Vary the movement by letting one arm follow the other windmill fashion, a further variation being to work them backwards instead of forwards, a total of about thirty or forty movements being allowed for the full set.
 2. With the hands clasped upon the head as shown walk round the room several times, right up on the toes all the while. Take long steps and short ones, vary by walking sideways. For calf development, balance and deportment.
 3. Stand upon one foot and then swing the other up in front without allowing the leg to bend. Let the foot come to waist level and when it comes, swing it backwards, your body swaying with the movement, backwards when the foot comes up, forwards when the foot goes backwards. After repeating with the other leg vary by sideways extensions. It is preferable to retain balance without holding to a chair and twenty movements are allowed each leg for the exercise and variation.
 4. This movement, in conjunction with the others in this section, is helpful to dancers, they give balance and poise. Stand with the hands by the sides, now throw them out sideways and backwards and at the same time lean forward and press the left leg as far backwards as possible. The head should come lower than the illustration and the back foot even higher, to accomplish this hold the back. Five to ten repetitions on each leg.
 5. Shot Putting. This is the first of a series of "Imitation sports and games." Stand as shown, then, after one or two light preliminary hops upon the back leg, pretend to "put a shot," swinging the left hand forcibly downwards and "putting" with the other hand, leaning well forwards. Six or seven "puts" upon each leg.
- You may include FENCING, TENNIS, CRICKET, SHADOW BOXING, etc. In fencing you make the usual lunges and struts, in tennis you may actually hold a racket if you wish, moving around and dodging with imaginary balls. In cricket, besides batting, you may practise overhand and underhand bowling. There is nothing to prevent two people taking this form of exercise together as partners. It brings the mind into play as well as the muscles. A time limit of four or five minutes is best for this set of imitation sports movements.

GENERAL ADVICE AND INDEX TO THE EXERCISES

This chart has been specially prepared by a well-known health specialist and authority upon physical culture. Illustrations by Leaguer A. E. Longman, famous Physical Culturist. Immediate benefit and steady progress may be relied upon if the exercises are performed night and morning, not too near to meal times.

Section 1 aims at improving physical development and the physical culturist may arrange a system of gradual progression, regarding the number of repetitions, taking care not to over-exert himself. Self-massage after exercise will be beneficial in all cases. It is interesting to take the measurements at commencement of training and again in, say, three months' time.

Section 2 deals with exercises specially arranged to reduce weight and improve abdominal development. Those anxious to "slim" must assist the exercises by studying diet, avoiding fatty foods and too much liquid, taking part in sports and games, walking, cycling, etc., if age and condition permit. HOVIS is a splendid aid to these anxious to reduce weight.

Section 3 is specially suitable for ladies and children who may also include movements from Section 1, Numbers 1 to 4.

Here are the exercises suited to everyday ailments and defects—

Indigestion—The abdominal movements in "Slimming" section.

Flat Feet—Nos. 3, Section 1, and particularly No. 2, Section 3.

Weak Legs—Nos. 1, 2, 3, Section 1; No. 2, section 3.

Flat Chest, Rounded Shoulders (spinal curvature)—Nos. 1 and 5, Section 2; Nos. 1 and 4, Section 3.

Poor Bodily Carriage—Nos. 1, 2, 3, Section 1; Nos. 1, 2, 3, 4 and 5, Section 3.

This Neck—No. 7, Section 1.

Weak Back—No. 7, Section 1; Nos. 1 and 3, Section 2; Nos. 1 and 4, Section 3.

Middle and Old Age People—Nos. 1 and 4, Sections 2, 3 and 5, with the variations, in Section 3.

Neuroasthenia—The ladies' and children's Section is recommended, together with Nos. 1, 2, 4 and 6 from Section 2. Important to study diet, retire early, spend time in open air and leave time to relax.

The physical culturist desirous of using ALL the movements upon the chart is advised to cut it into two parts and perform one half in the morning and the other half at night.

Apart from its dairy and pleasing flavour, HOVIS is comparatively free from indigestible bran, and being less starchy in composition than most breads, it does not PUT ON FAT. This is a particularly valuable point for people who are SLIMMING.

To get the utmost benefit from exercise see that you have HOVIS regularly every day. Do not be content with just a "brown" loaf which has neither the nutrition-value nor easy digestibility of HOVIS. Always make a point of insisting on HOVIS.

There is a HOVIS baker near you. Ask him to deliver a regular daily supply, then you will be sure of having the bread which has helped to win many athletic and championship records.

In any system of physical exercises diet should always be carefully studied. Bread is one of the most important items on the daily menu. Taken in conjunction with the exercises given above, most well-known health authorities are agreed on the value of HOVIS.

The ADDED percentage of vital whole-grain in HOVIS makes it unusually rich in proteins, carbohydrates and vitamins so essential in building up the body, developing strong bones and generally toning up the nervous system. HOVIS is practically a complete food supplying all the vital food-elements which maintain health and vitality. In addition it promotes and assists healthy elimination of waste products.