

PERFECT PHYSIQUE

By
K. V. IYER



PERFECT PHYSIQUE

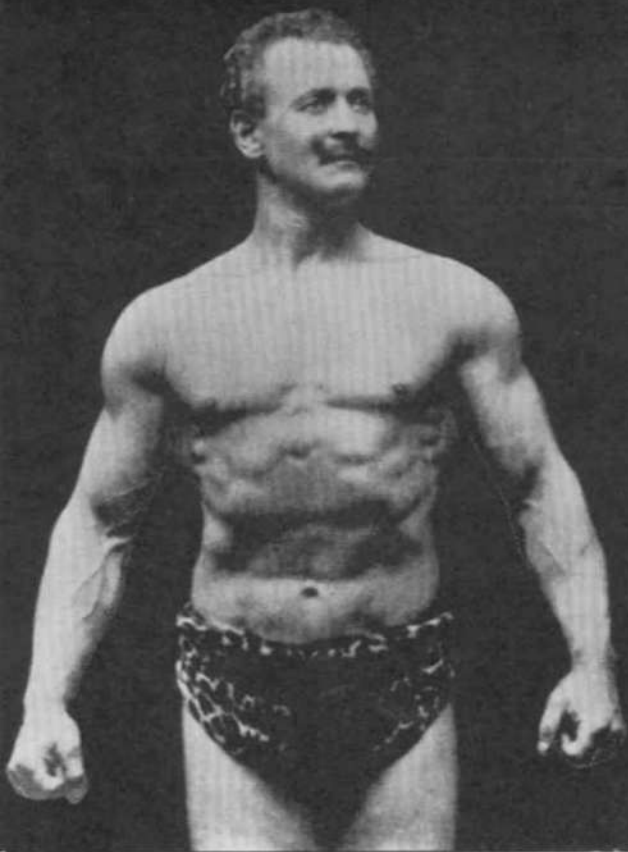
A PROEM TO MY SYSTEM

BY

K. V. IYER, D.PH.E.

DIRECTOR

HERCULES GYMNASIUM AND
CORRESPONDENCE SCHOOL OF PHYSICAL CULTURE
BANGALORE CITY (INDIA)



FREDERIK MUELLER

Known to the world by the immortal name **Eugene Sandow** whose non-pereil physique is an eternal source of inspiration to the author of this little brochure and to millions like him.

PREAMBLE

FROM Troy which butchered magnificent specimens of perfected Muscle-Cult—unsurpassed to this day—at the foot of a frail woman, through Sparta, smug in her content of her own strength, blinding herself in the safety of her City-State to national danger, and æsthetics-soused Athens a factory for curly-locked, curvy-limbed animate Appollos who strutted her streets as men whilst peace prevailed but belied their sex when the Roman eagle battered her talons on the gates of Greece, passing on to the Eternal City whose once boasted delight in the perfected physique of her Rome-born son degenerated in her decadent day to vicarious joy in the inhuman spectacle of enslaved Goth-Gladiators steeping the arena with their gore to feast the ghoulish eyes of Imperial Rome and his Wife on their holiday,—we find later Europe coercing her physically developed man to play Cain in settling her questions of creed or conscience, land or lucre.

In later-day Europe, despite the advent of the gun-powder arming physically weak man against his muscular oppressor, physical fitness has nevertheless been recognized and insisted upon by modern nations in their armies, dieted, drilled and disciplined to prove that Might spelt Right in matters of coercive conversion or aggressive aggrandizement of land and the five year carnage that rained human blood in CHRISTENDOM but yesterday has only temporarily rung down the curtain on a blood-red twilight. The day for the Physical Culturist, the chaste bright blue-roofed day to fulfil his Cult in its Purport and Purpose; Service and Succour to brother man, has yet to dawn.



THE AUTHOR

SHOWING THE BACK MUSCLES IN ACTION

'The living ideal of ancient Grecian Manhood,' writes Carl Easton Williams, Editor of *Physical Culture*, a Bernard Mc Fadden publication, U. S. America



THE AUTHOR

'One of the world's finest physiques,' writes Mark H. Berry, Editor, *Strength, Strong Man*, and author of several well-known books on physical culture



THE DISCOBOLUS



' PENSEUR '

' One of the superb poses I have ever seen,' writes
Mark H. Berry



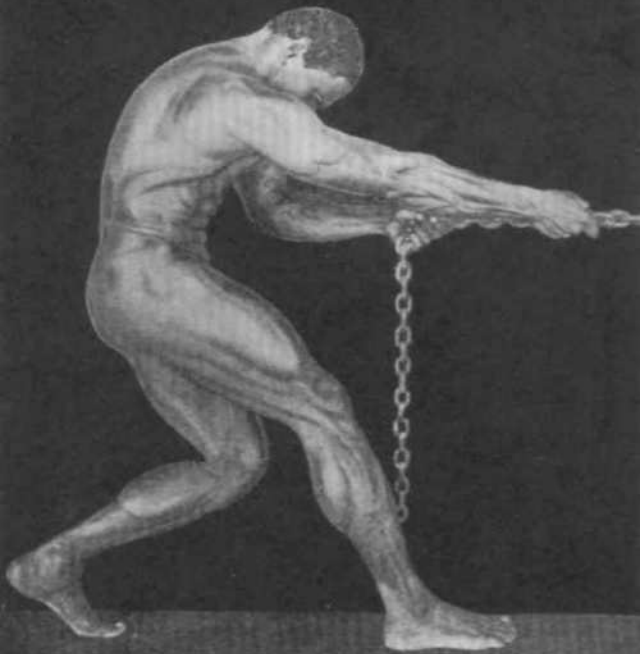
Another representation of the ancient Grecian
man-physique



Muscles in action



In a Pensive Mood



AN ORIGINAL POSE BY THE AUTHOR

**'A physique that is an Artist's dream,' writes
John C. Grimek, America's Champion Strongman and
weight-lifter**



THE AUTHOR
IN A SITTING POSE



The Shoulder, Chest, Arms and Obliques

FIFTEEN YEARS BEFORE

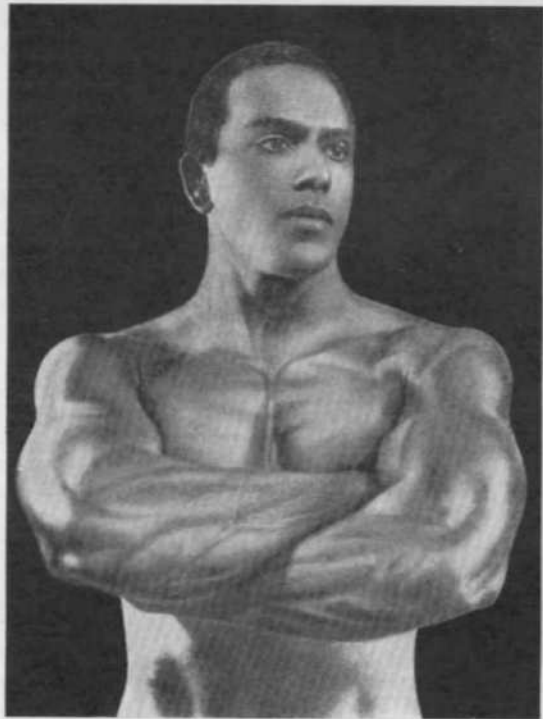


Taken on 15th June 1921, after 6 months of Physical Training

Neck	13 inches	Fore-arm	..	8½ inches
Normal Chest	32 "	Upper-arm	..	10¼ "
Expanded Chest	33¼ "	Thigh	..	19¾ "
Waist	26 "	Knee	..	13 "
Wrist	6¾ "	Calf	..	13½ "

Age—21 years. Height—5 ft. 3 inches. Weight—118 lbs.

FIFTEEN YEARS AFTER



Taken on 18th June 1936

Neck	17 inches	Thigh	23 inches
Normal Chest	43 "	Calf	15 ³ / ₄ "
Expanded Chest	47 "	Wrist	7 "
Waist	30 "	Fore-arm	13 ¹ / ₂ "
Hips	33 "	Upper-arm	16 ¹ / ₄ "

Age—36 years. Height—5⁷/₈ ft. 7 inches. Weight—162 lbs.

MY SYSTEM

CUTTING out the customary cackle of the now-abroad purveyor of Physical Perfection to his more-moneyed brethren, I feel, I must confess at the outset that the 'My' in 'My System' on the title page of this brochure is a misnomer. I have invented no System of my own. But as one who has been a puny but physique-loving youth and having followed many 'SYSTEMS' some of which whilst befitting me—the rest have, to my sorrow, happily left long behind, worked havoc with my money, mind and body, I justify my right to the 'My' in 'My System' as but the sum of my experience-guided selection of whatever has tended to the making of my physique what it is, as recorded by the unfaked photographs I append herewith.

I must warn you that you might perhaps waste your money and waste my time too, if you are not clear as to what you might buy and what I offer to sell, if, as I take it, it is your ambition to acquire a body sound enough to congenially lodge your sound mind, it is best for us both that you realise that YOUR part of our bargain is WORK—HARD WORK—and mine the lighter part of indicating to you the lines of your work; the very lines on which to become what I am, I worked and worked hard too.

With me but the architect in the abstract, YOU are the real builder of your own body as I was of mine. I can at best supply the design, but it is YOU who have to bear the brunt of the work from the building of the basement to the fixing of the coping stone of your perfected body, and your reward, the delectful feeling that you built your own body.

In brief, I lay the plans, and you lay the bricks you yourself will have made under my eye. The System you

will buy from me being one by correspondence will entail a confidence between us as learner and teacher.

With this proviso which entails a heart-to-heart understanding between us with no intervening veil of shame, pretension or respectability on your part and your realizing the rugged track of work—**HARD WORK**—which you will have to tread as patiently as I trod it myself, I will now proceed to spread out my wares with the confession that if you are after becoming a **SANDOW** in six months for six dollars and out-wrestle a **GAMA** and out-box a **JOE LOUIS** for an odd dime or two, it is beyond my achievement and you had best enrich the other purveyors of Physical Perfection who bombard you with booklets emblazoning bodies better than mine and hold out promises which I can never dare. Printing is cheap. Faked negatives cover a multitude of positives. Fiction now-a-days fetches where truth fails.

THE COURSE YOU WILL BUY

YOUR return in kind for your investment in coin will lie in your strict adherence to and scrupulous following of the instructions I will lay down modified from time to time after the honest reports of your progress.

In my assumption that I have interested you thus far in my brochure, I invite you to earnestly peruse and ponder over my ideas, as shown in the following pages, in my hope of our further relationship of buyer and seller. Your work will in the main fall normally under the heads: **Exercise, Bath, Food and Repose.**

EXERCISE, BATH FOOD AND REPOSE

WHEN we 'EXERCISE' we do no more but work, be it work of brain or of thews and sinews, we 'EXERCISE' and the work of the human body is almost, if not quite on all fours, with the work of bodies non-human, say, an auto-car, a steam-engine, or an aeroplane, only what spells Exercise, Bath, Rest and Food with humans are termed Working, Cleaning-up, Cooling and Fuelling with an auto. I shall now set out to speak under these various heads on the comparative basis whenever I think fit, of Man and Engine.

EXERCISE OR WORK

FROM mechanics we gather that work is the resultant of energy in action. This assumes the negotiating of an opposing force.

The devising of a systematized means of Opposition or Resistance to muscular effort to effect muscular growth constitutes a system of Muscle Culture. The multifold forms and methods, mechanical, manual or otherwise, this Opposition or Resistance takes through the inventive brain of man, embody the various 'Systems' adapted and held up for sale AND MINE IS BUT ONE OF THEM.

Among human workers the navy's game is to get his wages, working only if the foreman is about; while the Muscle-Builder's reward lies only in his making the most of his work. In fact it pays him to go even out of his way to enhance effort to oppose his muscles, while the navy loses nothing by slackness of effort if his wages are ensured. To the Physique-enthusiast maximum of opposition to muscles negotiated spells maximum of development of muscles effected.

Comparing the Culturist at work with an auto in action whilst the analogy holds good in point of both

using up their energies in negotiating their respective oppositions; the one of weight, rubber-strand or metal-spiral, the pet device of the purveyor, the other the time-honoured resistance, the friction that road-metal puts up against tyre, it ceases in view of the after-effect that the human is the bigger for his effort whilst the auto at best is itself in efficiency.

It is but the limited confines of this booklet that preclude my dilating on this subject 'EXERCISE' at greater length than I have, as it might entail the risk of other subjects of equal importance being crowded out of your notice and consideration; but in the light of the physiological truth that muscular tissue when functioning disintegrates (Katastates) requiring replenishment (Anastates) and Repose to regain fitness to resume efficient functioning, this subject treated so cursorily at this stage will not escape attention while I deal with its allied subjects: Bath, Food and Rest.

THE BATH

To the casual as well as the day-in and day-out votary of the Cold-Bath if uninitiated into the rationalé of its magical virtues, his ablution beyond making him feel 'clean and refreshed' holds no further interest to provoke his curiosity as to the why and wherefore of his renovated manhood as it were after the bath, shutting out of his ken the whole galaxy of Physical, Mental and even Emotional mutations his bath has set up in his being, well justifying its attribute 'MAGIC' given to it by that pioneer Culturist of Konigsberg, the peerless EUGENE SANDOW in whose death the world has lost what his motto proclaimed him, an "AMICUS HUMANI GENERIS". The vital importance of the bearing that the bath has on the Cult of the Muscle constrains me to impress upon you that any seeming of undue technique or 'Shop' in my discourse should be viewed in the light of the

ominous paradox that the Cold-Bath is both the maker and the breaker of the human frame.

To start with, when I speak of a Bath in water—hot, tepid or cold, each with its own advantages and shortcomings to be touched upon later, with deliberateness I eschew talk of other Baths: steam-baths, sun-baths, hot-air-baths, mud-baths and the rest of the procession of baths so dear to the enterprising explorer of unbeaten tracks on his journey to a Mecca, which do not forget, is yours as well as mine. "ALL PATHS LEAD TO THE INNER SHRINE"—only some meander as the river whilst others wend as the eagle.

To reconcile the meagre space this booklet allows with my ardour to interest you in this subject, I resort to the viewing of the effects of a bath on the human body from points of its external and internal tectonic components.

Before doing this it is as well to arm you with such facts concerning the effects of Exercise on your muscles as will help you to see the need for a Bath in its immediate wake.

The processes of disintegration already touched upon summarily affect the functioning of Exercising muscle-tissue by breaking it down and effecting material not only of no further use to the body but of serious detriment to it every moment of its retention. These deliterious products of the katabolism of the exercised muscle (Excreta) while awaiting agents in the human body specially told off to see to their ejection from the system have a good part carried out by a partner of their genesis: Sweat or perspiration, the egress of which through the pores of the skin lands it at its surface laden of dissolved and suspended excretal contents. Sweat being water with dissolved and suspended material, its disposition on the human skin exposes it to the air, and robbed of its water by evaporation the remnant-contents

encrusted as solids block the skin pores against egress of further sweat; hence the fact that the solubility of a liquid is directly as the temperature of the solvent should naturally decide us to plump for the Hot-Bath if in actual experience we did not suffer the inevitable enervation a Hot-Bath imparts to an Exercise—tired body,—surely the least preparer to the Repose indispensable in refitting the muscle to at least its original efficiency.

The analogy of the human and the machine on the comparative grounds of Bath and 'Cleaning up' apply here and stop here; a 'Clean up' spelling but the clearing away of deleterious products of the engine's functioning without any changes, chemical or mechanical, brought about in its intricate mechanism by this cleaning up.

'Exercise' spelling to the muscle-tissue an UPSET of its chemical contents with 'Repose' assuring their 'SET-UP' or restoration refitting the tissue for further function, with, I must add its confrère 'DIET', the loss of Repose that an exercised-body sustains at the hands of a Hot-Bath gives it a back-seat among the trio.

When breath is taken in a sudden gasp, there is an equally sudden filling of the lungs which swell. This, apart from straining the costal walls of the Thorax and its floor the Diaphragm depressing the entrails it roofs, also impinges so forcibly upon the heart as to set it off at violent speed to avenge itself by kicking back at the lungs in its surcharge of its Pulmonary Artery; this very while it brings about an abnormal blood-pressure throughout the human vascular system by a wildly working Aorta. This sudden intake of breath which inevitably follows your plunging your Exercise-heated-body in a Cold-Bath, exposes your heart and your whole system to a vascular strain.

Before eliminating outright our consideration of the Hot and the Cold-Baths, I must impress on you the comparative safety of the Tepid-Bath.



Mr. V. S. M. RAJA RAM IYER OF MADURA (S. INDIA)

A Perfect Picture of Virile Manhood



Another full-body pose of the same magnificently built pupil



A physique that has won laurels throughout
the world

R. S. BALSEKAR OF BOMBAY (INDIA)



Every inch of the body perfect and proportionate

R. S. BALSEKAR OF BOMBAY (INDIA)



K. G. NADGIR

DIRECTOR, KARNATAK VYAYAMA SHALA, DHARWAR (INDIA)



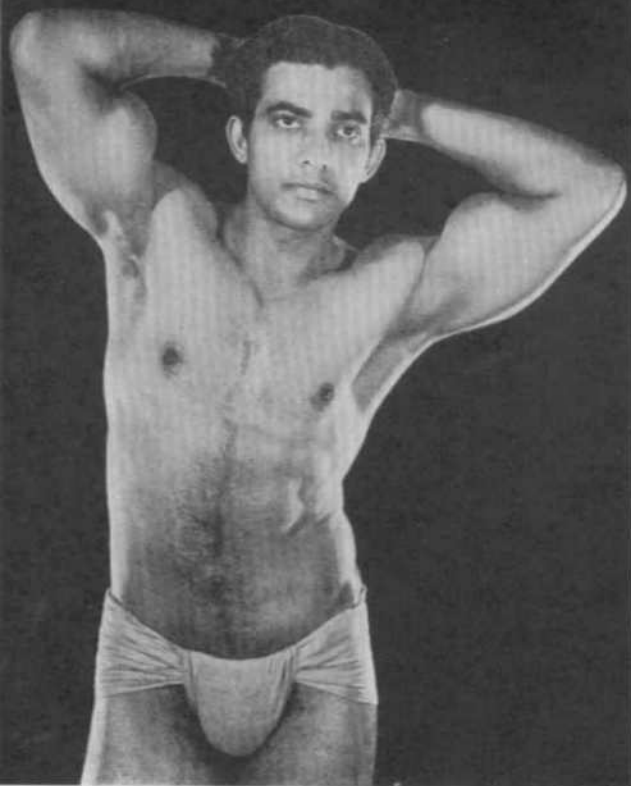
ANOTHER POSE BY K. G. NADGIR

A Statue in Bronze'. A physique which has inspired several thousands of youths



A. T. KANNAN, CALCUTTA (INDIA)
IN A BEAUTIFUL POSE

A champion sportsman and athlete, who has won to
his credit innumerable trophies



K. S. PRAHLAD
OF PRABHAT FILMS, POONA (INDIA)

Splendid Physical Manhood, 6 ft. tall and 175 lbs. weight



H. ANANTA RAO

An Assistant of the Author
who is conducting the Branch Institute at Mysore



E. R. SHANKER

A pupil of marvellous proportions

REPOSE

TURNING our eyes from the Bath to the seemingly less important but in the building of the Muscle an equally essential factor, Repose, which, if assured of food to replenish material lost in the exercised muscle, restores it to a state of grown efficiency since its last effort; the integral metamorphosis of the muscle through exercise is explained in the pronouncement of the Histo-Chemist that 'Exercise' converts the carbohydrate Glycogen in the muscle into the toxic 'Sacro-lactic-acid' wanting but Repose to reform it into Glycogen to fit the muscle to almost its original efficiency, 'almost', because of the loss involved of a fraction of itself in energising the process of this restitution.

Herein I am but elaborating the definition of Repose I have already stated, that Repose SETS UP in efficiency, muscles UPSET integrally through exercise, aided I need hardly add by Diet.

The Irishman who drank at one draught the whole bottle of medicine, meant by the doctor to be taken spread over a whole day, with intent to getting better all the quicker was in nowise more foolish than many an enthusiast I have known, who, in his mad belief that Exercise and Exercise alone was the way-all to development, religiously went through the course he had dearly paid for, twice, nay, thrice a day finding himself within a month or two a total wreck, realising too late that Nature even as in her recurring calls of man's functions of hunger and excretion, exacts too a Repose of at least like period for worked muscles to sleep and wake again fresh for work.

DIET

THIS difference in the after-work-cleaning-rest-fuelling condition in size and efficiency between Man and Engine lies in that whilst fuelling but just supplies material to the engine to refit it to turn out its limited amount of work, the feeding of the exercised human helps out not only to make good broken down tissue, but also builds up more tissue, assuring greater turn-out of future work by the now bigger-built muscles.

The human muscle, Physiologists will have us know, is three-quarters of it just water; the solid quarter, seventy-five per cent. of itself containing Protein, seventeen per cent. Fat and soluble Sugar and eight per cent. of Phosphatic Salts.

In selecting food as identical in constitution with the above as practicable, the fifteen per cent. of Protein in meat, whilst qualifying as food for our Culturist gives us over twice too much of Fat besides burdening the human alimentary system with thirty-two per cent. of Refuse and ashy-matter to be ingested and excreted with no profit to the body and wasteful indent on bodily energy.

Pitching vegetable against meat, we find Beans, 'Kidney', 'Single', or 'Double' laden with half as much again of Protein contents as the muscle wants, meagre of water which a draught can amend and Carbohydrates enough to supply the muscle adequately can yet spare enough sugar to generously contribute to the human granary of sugar-supply, Glycogenising Liver, and no refuse-matter to prey upon alimentary energy.

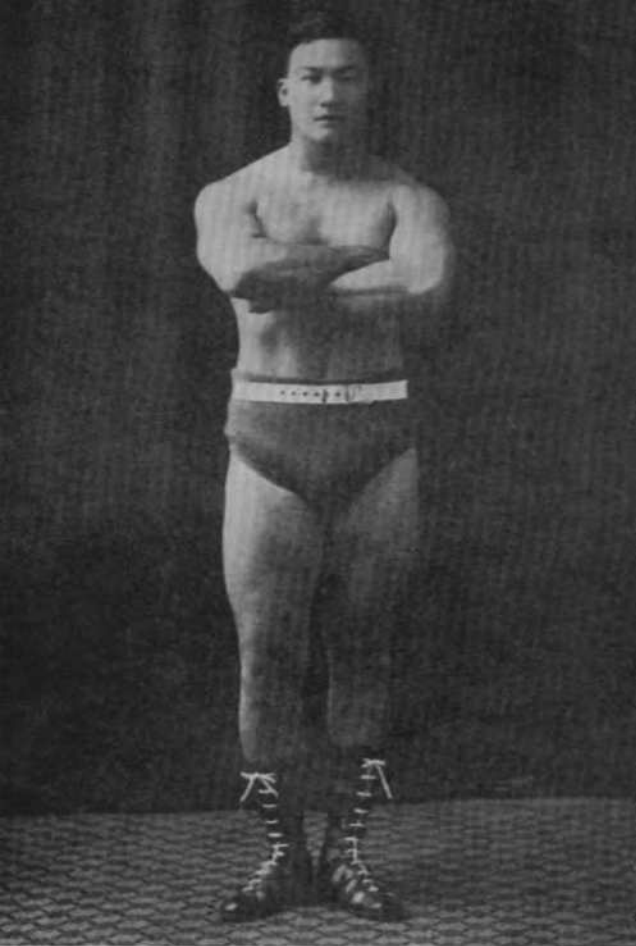
I am mentioning this at the risk of drawing around my head a veritable nest of hornets in the shape of vegetarian and non-vegetarian faddists stinging me to land myself within a maze of dietetic controversies; and my having in all my life never partaken of flesh, fish,

fowl or egg, might stigmatise me as an insufferable dogmatiser forcing my fad down the throat of my pupils. With TOLERANCE the keynote of my outlook of life and the living world around me, it is late you have to concede in the day of my life to force any personal fad or penchant of mine on my fellow-creatures. When I have told you what the muscle you want to grow is made up of and hence wants as diet to grow bigger, I have told enough. It is up to you and you alone to make your free choice from the list of diets, vegetable or animal, my course will open to you, to suit your own taste and sentiment without weakening in the least the only bond that will link you and me PERFECT PHYSIQUE.

Seriousness apart, any burning curiosity of yours regarding my weakness for spinach and spud, I can only allay at the risk of rousing your risibles. I have always wondered why meat-eaters slaughter for their food only animals which themselves are vegetarians.

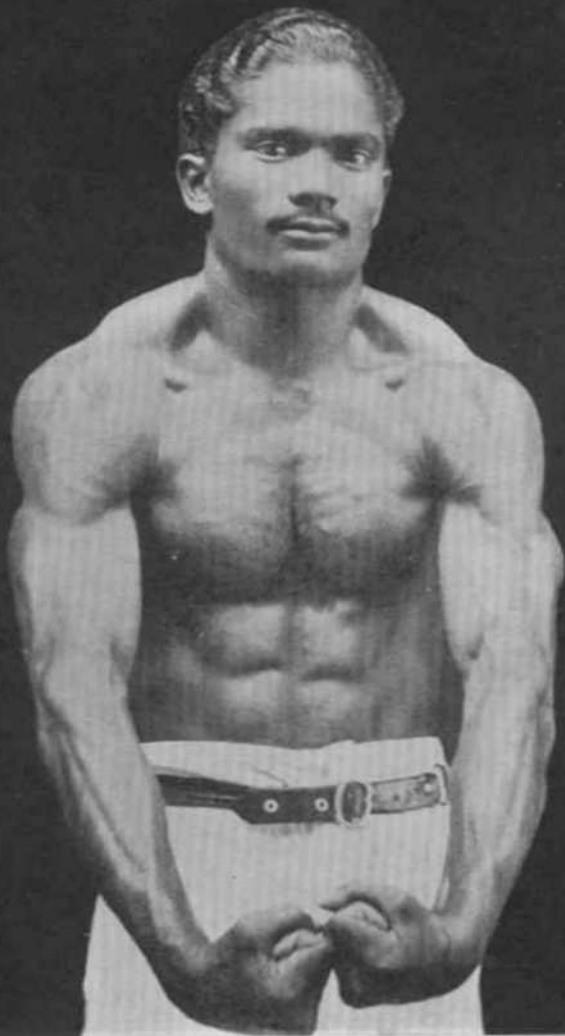
Arguing flippantly I know, Panther-soup, Filleted-Shark, Roast-Lion, Tiger-cutlets, Cayote-curry, and Wolf-pudding should, one would think, rationally make up the menu of the would-be strong man. But carnivore-man, except the cannibal, has ever been marking down herbivorous animals for his food, for the reason I take it of the guarantee of the wholesomeness that a grass-and-greens-fed animal's meat holds out as against carnivore-meat, built of flesh, fresh or foul, healthy or putrefying, wholesome or diseased and vermin-sodden.

My personal adherence to vegetable food with the single exception of milk, cow's milk well boiled, I attribute to my whimsical avidity to satisfy to myself that of my muscles I have worked up and weaned from their erstwhile stringiness to their present lissome litheness and bulging bulk, not one fibre of them was at any time, part of the rump of an ox, the shoulder of a sheep, the breast of a fowl or the middle-piece of a fish!



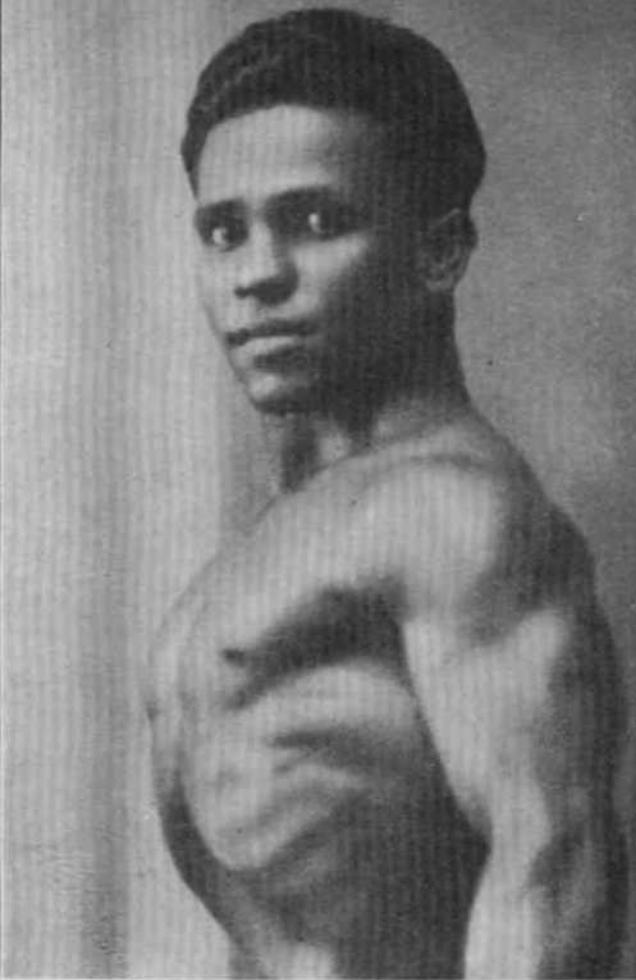
OOI TIANG GUAN, PENANG, F.M.S.,
THE CHAMPION WT. LIFTER OF MALAY STATES

who endorses that 'My System' is the best he has seen
and tried



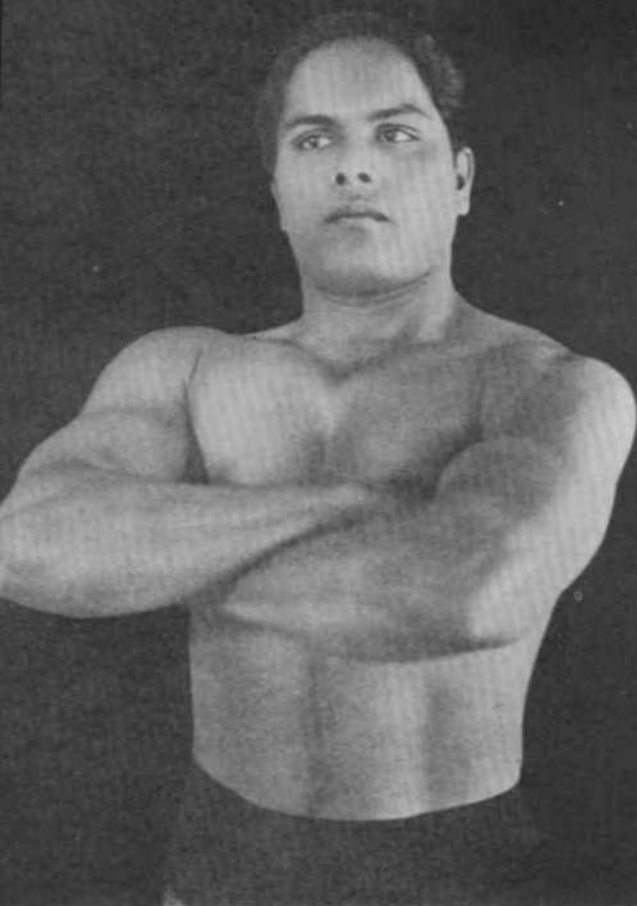
J. B. KADAM OF BELGAUM

Notice the extraordinary muscular separations



**K. V. V. VAHU OF KUALA LUMPUR
(FEDERATED MALAY STATES)**

Notice the marvellous depth of chest and breadth of
shoulders



D. T. SUVARNA, MANGALORE, S. KANARA

A strong man of great repute



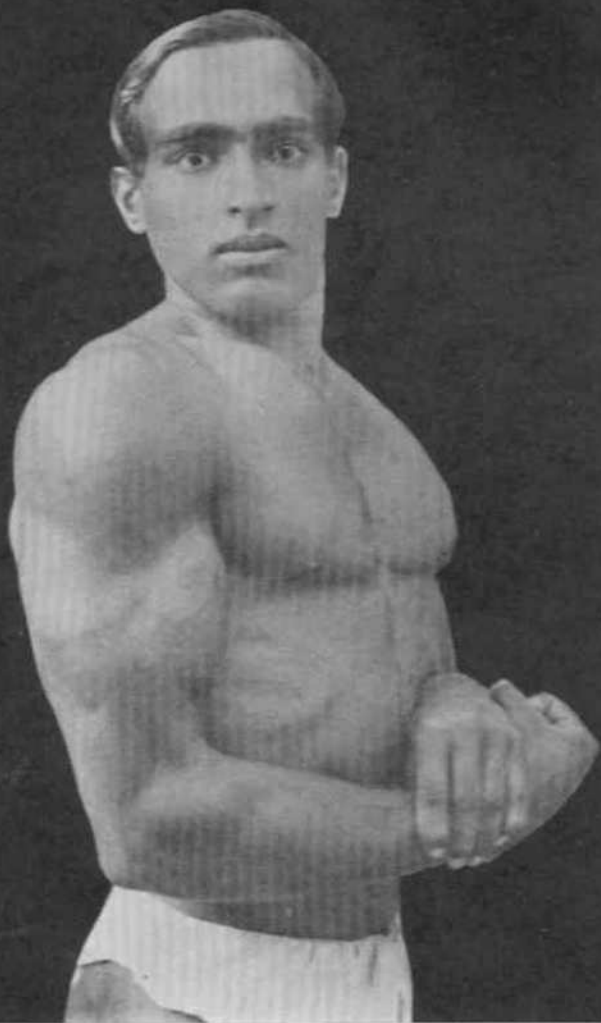
B. H. SINGH, HYDERABAD, DECCAN

An amateur wrestler and weight-lifter of great repute



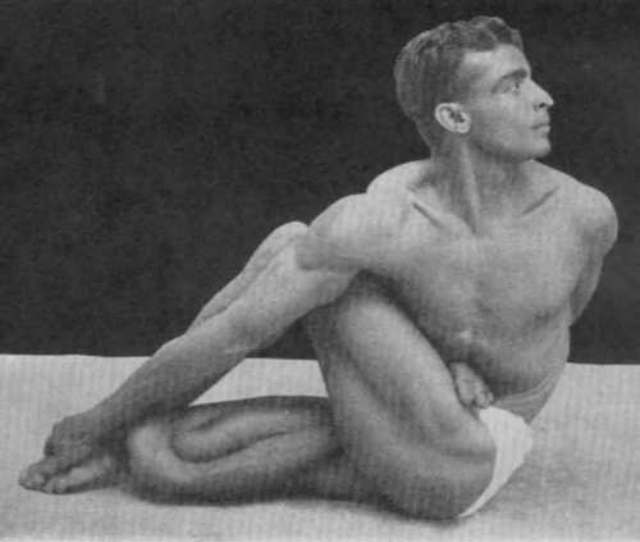
E. ROBERTSON, RANGOON

The Champion Strong Man of Burma



G. V. PARASURAM

Another pupil of good proportions



T. K. ANANTHANARAYANA

depicting 'Purna Matsyendrasana,' a very difficult Yogic pose of great chiropractic value. He is now an adept and a finished pupil of Yogic School of Physical Culture



M. M. ABDULLABHAI, BOMBAY

Another splendid example of my Correspondence
Instructions

HATA-YOGA

ESCHEWING for the nonce the details of this ancient INDIAN SYSTEM the dissimilarity between the Hata-yoga Cult and the Western Cult of Body-building lies in the very goal that these two systems aim to achieve. Longevity of life—a life healthy and free from ailments functional and organic, to fit the individual human unit to fulfil his obligations to himself, his home and the society he is part of, succinctly sums up what Hata-yoga imparts to the worldly man.

Europe—ancient, mediéval and modern—in her Cult of the human body, has ever been aiming at the symmetry, bulk and strength in the developed man and what benefit the internal organs derived from his Cult has been more incidental than intended. To take the edge off any smack of flippancy in my foregoing seemingly sweeping estimate of Western Cult of the human physique and substantiate my comparative estimates of the methods and results of the Systems of the East and the West, I resort to a somewhat lingering view of the purpose, method and result achieved in the developing of one of the vital organs: the lungs, as tackled by the East and the West.

In the West from ancient Troy through Greece, Rome and Carthage to modern Europe, from Trojan and Spartan gladiator and Goth to the modern Saxon or Sandow, the best developed chest has ever spelt no more but the thickest layer of pectorals; and these at best have evidenced their worth by the weights they negotiated and the chains they burst, their girth spelling but well-brought-out pectorali and latismi, tended, bred and kept taut by the regular Exercises, Bath, Diet and Repose with the ever-hanging sword of Democles over them of loss of size, strength and symmetry if diurnal discipline was the least bit relaxed. In contrast with what I may

term this 'SUPRA-COSTAL' development of the West, Hata-yoga guaranteeing longevity of a healthy life and power to combat disease, converges its attention on 'INTER-COSTAL' Culture, ensuring a greater capacity of chest to house a correspondingly greater amount of air in the Thorax the nascent oxygen of which burning out the last traces of cold, fever and other bacilli lodged in the lungs, insures the human against pneumonic and other ailments. Thus whilst the Western Culturist boasts of a chest covered with strong beautiful muscles, the Hata-yogin with perhaps a flat 'Supra-costal' development exhibits a marvellous expansion of chest whose costæ are bewilderingly apart, through the special culture of intercostal-muscles.

My ideally developed man whilst having both the symmetry and strength of a SANDOW shall be immune to disease through his devout following of the dictates of Hata-yoga. My dwelling at length on this Indian speciality is but to shew my reader that, far from being a mysterious Oriental 'Black-magic' secret of the East, Hata-yoga is a rational scientific course of human mental and physical discipline, based on a rationale as cogent and convincing as any proven truth in modern Western science. Its utility to present-day humanity is its practicability in the evolving of a PHYSIOLOGICALLY perfect human in marked contrast with the achievement of the Western Culturist: a man physically perfect in points of outward shape, size, symmetry and strength but with no guarantee against pneumonia snuffing out a SAXON in his prime and cerebral and cardiac strain blinding a SANDOW to the eve of his life.

My aim in MY SYSTEM is to reconcile these two great systems, to assure the future Culturist, of robustness of health and beauty of limb and trunk and immunity from Physical disease and mental decline.

AN EXPLANATION

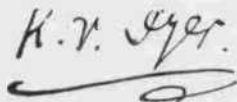
To insure you against boredom, I am stringing loosely together such incidents of my life involved in the Cult of my muscle to assure the puniest of my readers of future hope of a good Physique.

Born of early motherhood, puny boyhood, SANDOW'S pictures, earnest emulation, unguided headlong rush into spring-bells and Cold-baths, small reward of sprouting muscles and stern reprisals of recurring colds and fevers, a depressing period of no gain in bulk or strength,—a baffled mind steeped in Western Physical Culture turns to Hata-yoga, India's heritage—blending of the two systems, the reward, a more than passable well-proportioned body—enthused anxious friends initiated into 'MY SYSTEM' with success, materialises in the Institute I have been sole director of, these fifteen years—my travels about the country to rouse present-day youth to the Cult of their body,—the correspondence course I had of necessity to devise for pupils outside my town. This resume sums up my career which finds me to-day the head of a big School of Physical Culture chock-full of pupils to be personally attended to every day and thousands of others scattered all over the East and West to be individually cared for through correspondence. And yet no smug-self-complacence on my part could have fired my presumption to the pitch of offering "MY SYSTEM" to Europe and America but the inundation of hundreds of applications for my course, incited as I take it by the parental solicitude with which trans-Indian magazines and journals have included my poses and particularly the *STRENGTH* and the *PHYSICAL CULTURE* of U. S. A. which to my delight and dismay classed me as one of the world's finest physiques.

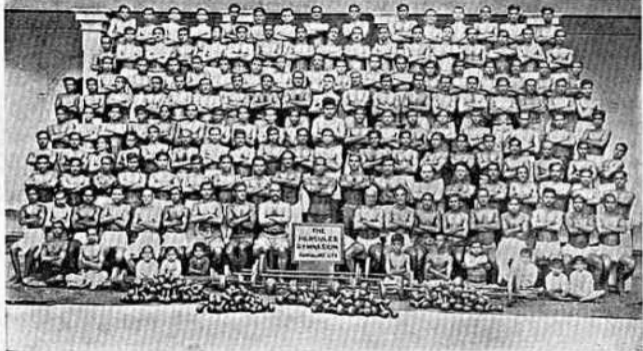
CURRICULUM

A COURSE spread over a period of three months, graduated and strictly based on the personal requirements and periodic progress of pupil, essential solemn binding on the part of the pupil to abide by my injunctions in detail of Exercise and Diet. A report of all the internal organs diagnosed by a medical man helpful to me and my pupil in cases of any organic and functional disorders. An honest avowal of all peculiarities of habits, weaknesses and ailments of body and mind will obviate dangers of misprescription to the pupil with poor consolation to me that I got his money anyhow and the responsibility of his ruination is his own.

Detail of terms on personal correspondence with

A handwritten signature in black ink, reading "K. V. Iyer." The signature is written in a cursive style with a long, sweeping underline that extends to the right.

*Director, Hercules Gymnasium &
Correspondence School of Physical Culture
Bangalore City (S. India)*



Students under training at Prof. Iyer's Gymnasium, Bangalore City (India)
the biggest of its kind in India



BANGALORE
PRESS
LAKE VIEW
MYSORE RD
BANGALORE
CITY