Fit to Walk and Talk...and Live!

Alexander Guy Sprunt
Actual Charles Atlas® ad as seen today...

The insult that made a man out of Mac®
studying the books he brought home from the library. One photograph engraved itself in my subconscious, and is I believe one of the cornerstones of ease with which I maintain my health and fitness. The man in the photo was Mr Charles Atlas. Some of you may remember the advertisements of the skinny guy getting sand kicked in his face by the bully on the beach and how Charles Atlas’s Dynamic-Tension Program promised to create “the real he-man in double-quick time”.

The Charles Atlas Dynamic-Tension Course still provides an excellent health and wellbeing regime. It has been updated over the years and is now available online, worldwide, at www.charlesatlas.com.

In the early 1900s Atlas placed much emphasis on a man’s strength and muscular body but his study of health also extended into the areas of healthy eating and nutrition, relaxation, coaching and even spirituality. He was a firm believer in God and during the Great Depression he is reported to have told those wealthy men who were in despair at losing their fortunes to, “Get into exercising. Burn your bonds. Give your possessions away. Get on a healthy basis. My God, it’s the body that counts. The heck with your possessions!” He would tell both children and adults, “Live clean, think clean, and don’t go to burlesque shows.” They were his Three Commandments.

Weight training became essential to my fitness regime and important to my success when playing basketball and tennis. It also provided a welcome relief during the many hours of study that went into obtaining my engineering qualifications. Why engineering? I have no idea, except that I enjoyed practical study and building and creating things. I also loved sport and exercise and often thought of becoming a professional tennis player like ‘Rocket’ Rod Laver, Lew Hoad or John Newcome.