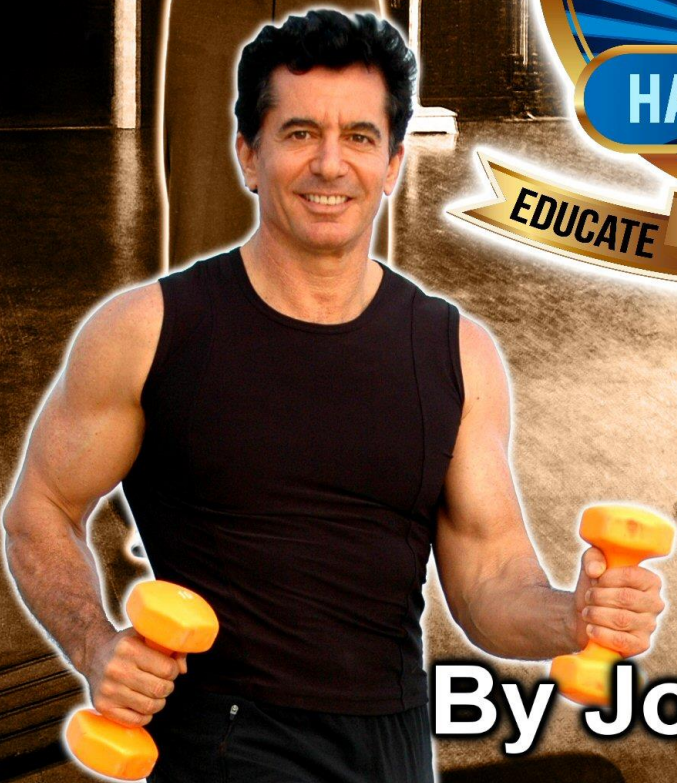


THE HISTORY OF FITNESS: ERAS & TRENDS



By John Figarelli



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The History of Fitness: Eras & Trends

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About the Author: John Figarelli started his fitness career in 1981 teaching Slimnastics and Men's Fitness classes at local park districts. From 1987 to 1990, John was selected as the Mainz Community Powerlifting Coach while serving in the US Army in Mainz, Germany. After being honorably discharged from the army in 1990, John went on to complete a master's degree in Exercise Science at the University of Illinois in Chicago. While at UIC, he worked in the Human Performance Lab testing both Professional and student athletes and lay persons alike. In 1991, John earned his first official certification as a Health-Fitness Instructor with the ACSM. During the mid-90's John owned and operated Fig's Fitness Studio and created the NU-SHAPE Weight-Loss & Fitness Program. In 2004, he established The National Fitness Hall of Fame (NFHOF) and now serves as Director. John is the author of 5 best-selling books and has helped thousands of individuals lose weight, get back into shape and increase their zest for life!
John lives in Minooka, Illinois with his wonderful wife and two terrific kids. (Born 6/26/1962)



THE HISTORY OF FITNESS:

The ERA of the 1900s-1920s

“The Foundation of Fitness”

Early 20th Century life was much different than today. Work was hard and laborious and typically extended from sunrise to sunset. There was little time for recreational activities and most of the modern luxuries that we take for granted today, did not exist. For many, life during this time was limited to completing chores and surviving the elements. One such element that many people faced during this era was illness due to infectious diseases. Mortality rates from measles, scarlet fever, typhoid, whooping cough, diphtheria and other diseases were very high during this time and most medicines used to prevent and cure these diseases were not yet available.

The average life expectancy in the United States in 1900 was 48 years and if *Fitness* was discussed, it was in reference to creating good health. President Theodore Roosevelt who held the office from 1901-1909 was born in New York City in 1858 into a wealthy family. He struggled with poor health in his youth but triumphed over his illness with regular exercise and became an advocate of the strenuous life. He encouraged US citizens to be physically active throughout their lives.



Did You Know? - “Physical Culture” was the term used in the late 19th and early 20th centuries to describe “Fitness.”

America was very rural during this era, but as people moved from the farm to the city, during the early 1900s, the benefits which could be derived from living a *Physical Culture Lifestyle* started to be understood by the public. This lifestyle however was not easy to adopt, as according to the US Department of the Interior, the estimated average work week for factory workers was 60 hours. Many women also put in sixty or more hours of housework each week making the benefits of exercise difficult to appreciate.

Following World War I (1914-1918) many Americans enjoyed greater leisure time and greater wealth. By the 1920s, the urban middle class enjoyed a host of new household conveniences, including hot and cold running water, gas stoves, automatic washing machines, refrigerators and vacuum cleaners. More and more people got the chance to enjoy life outside of work as recreational and



leisure time activities started to become part of the American lifestyle. Many Americans also took up participatory sports such as tennis, golf, and water sports and athletes started to garner celebrity status as sports heroes such as Babe Ruth, "Red" Grange, Jack Dempsey and Bill Tilden became larger than life characters.

Prohibition also marked this era (1920-1933) as the consumption and even possession of alcohol was made illegal. Prohibition's purpose was to reduce crime and corruption, solve social problems, reduce the tax burden and improve health and hygiene in America. It was proven not to have worked well. Due to these laws, the era brought forth some of the best known gangsters opening illegal bars that would provide alcoholic drinks for the people that frequented these establishments.

Did You Know? - The Great Pandemic from 1918-1919 was a global influenza epidemic which is believed to have caused the death of over 40 million people worldwide. Although too late to help with the Great Pandemic, Alexander Fleming discovers penicillin in 1928 which changed the world of modern medicines by introducing the age of antibiotics.

Toward the end of the decade in October 1929, the stock market crashed, and America's invested wealth suddenly lost \$26 billion in value. Prosperity had ended quickly and America began the period called, "The Great Depression."

One final thing to keep mind when studying this era in history is that *Fitness* or *Physical Culture* was reserved mainly for urban dwellers in major East Coast cities. Rural America, which comprised was most of the country, did not really appreciate or recognize fitness during this time in history. As an example of America's ruralness, the city population of Dallas, Texas in 1900 was around 42,000 today it is home to over 1.3 million Texans! And if you dared traveled to Phoenix, Arizona in 1900 (by horse & buggy of course) you would be welcomed by 5,000 Phoenicians. If you jetted into AZ today that number would be would be over 1.5 million!

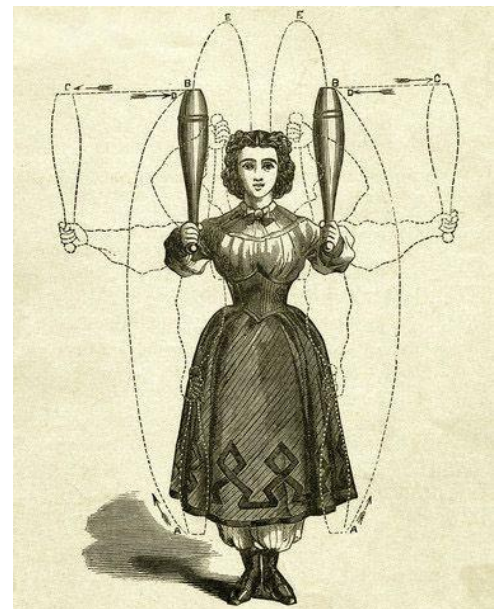
The TRENDS of the 1900s-1920s

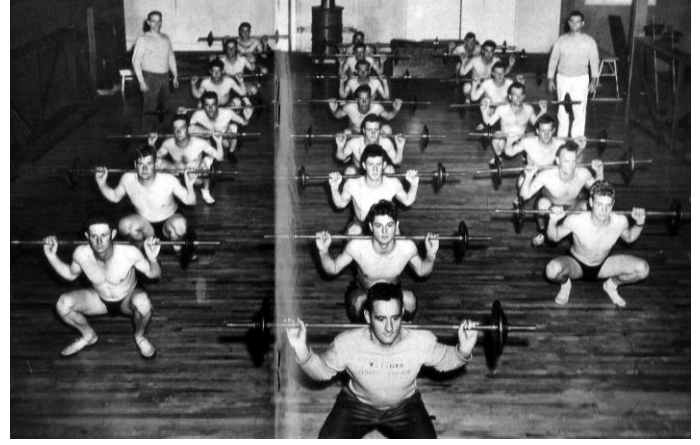
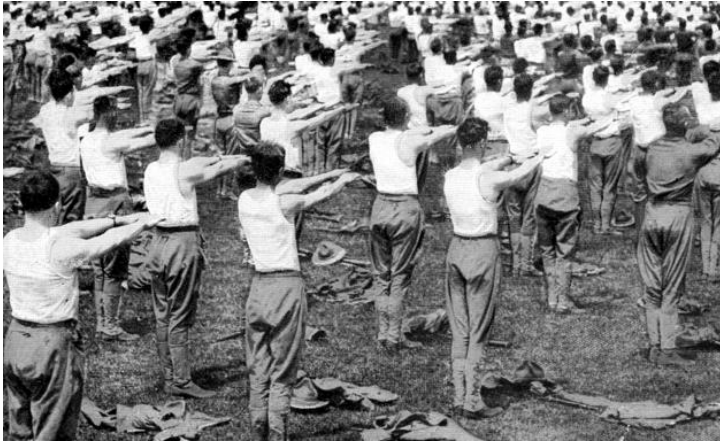
Group Exercise

The YMCAs, YWCA and university gymnasiums all boasted group exercise as the main form of exercise. Most of the movements were calisthenic in nature featuring gymnastic-type exercises and promoting grace of movement.

One popular exercise class during this era included the use of *Indian Clubs*. Participants would perform a series of gracefully flowing moves with an *Indian Club* in each hand. *Indian Club* training provided an aesthetically pleasing way to build grace, flexibility and overall strength.

Did You Know? - Calisthenics are exercises consisting of a variety of gross motor movements—running, standing, grasping, pushing, etc. — often performed rhythmically and with minimal equipment, so essentially, bodyweight exercises. For years the military has incorporated various calisthenics type exercises in their training.
(See pictures on next page)





Weightlifting is Formally Established

Alan Calvert (1875-1944) established the Milo Barbell company in 1902. Calvert is responsible for the modernization of American weightlifting. He helped weightlifting evolve as a sport and educate the public as to what a "Barbell" was and how it's use could produce health benefits and increase strength. Calvert was inspired by Eugen Sandow - (1867-1925) was a legendary Strongman and Circus Performer. His fame was also instrumental in popularizing weightlifting. He wrote several books on bodybuilding, nutrition and encouraged a "healthy" lifestyle as being as important as having a sound mind.

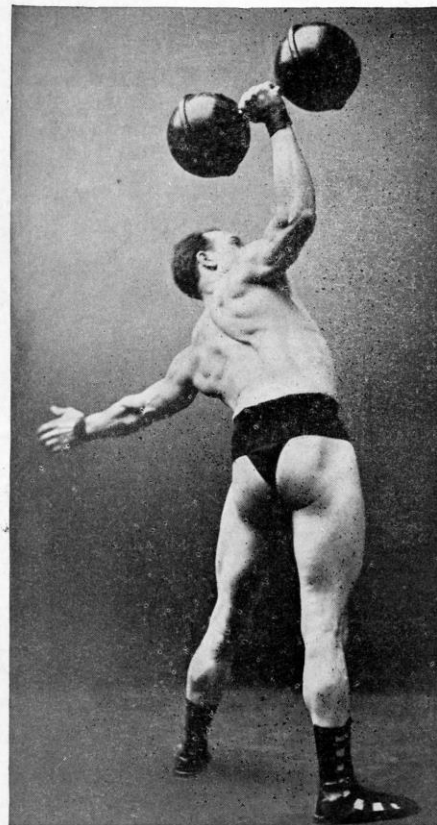
WHAT IS A BAR BELL?

A BAR BELL is simply a long-handled dumb-bell. It has many advantages over a pair of dumb-bells. For instance, it is far easier to handle a 50-pound bar bell than two 25-pound dumb-bells. Again, with a bar bell you can do certain back and leg exercises where it would be awkward to handle a pair of dumb-bells. The bar bell became

The Greatest of All Body Builders

when the adjustable feature was added—for then it became possible to employ the progressive method of exercise which has proven to be the only way in which a man of below average physique can gradually but steadily improve his build, his muscular development and his stock of organic vitality until he becomes a physical superman—the very pattern of health, strength and manly beauty.

By Using a Bar Bell You Can Become a Physical Superman



HARRY HALL

With every bar bell we sell we give courses in training to suit the individual purchaser. Our pupils vary in age from fourteen years to as old as sixty-four. We have seen slender young pupils gain as much as *twenty pounds* in weight, and *six inches* in chest measurement in the first six weeks they were under our training. We have taken stout middle-aged parties and show them how to regain the fine proportions, the elasticity and the vigor of athletic youth. We get orders from hundreds of business men and office workers, and we show them how it is possible to get the greatest possible results in the shortest possible time. (Possibly forty per cent of our patrons are indoor men.) One of our greatest delights is taking husky farmers, out-door workers and gymnasium devotees and showing them what *real* strength and development are like. Every case is individual with us and we have handled so many different kinds of health-seekers, shape-seekers, and strength-seekers that it is hardly possible *your* case would present any new problems for us.

We Give Unlimited Service

With us it is not a case of giving you so many "lessons" and then forgetting you. You are our pupil as long as you own the bar bell you buy from us. You may be in such condition that we can give you the kind of developing work that makes you gain at a rate so rapid that you will be amazed. Or it is possible that you are in such a run-down or absolutely undeveloped state that we will have to start you with the bell adjusted to very moderate weights, put you on a mild progressive schedule, and *coax* your body to its proper proportions and teach you how to accumulate a stock of reserve vigor and health. All of which is part of our job, and what you pay us for.

We Give An Absolute Guarantee

All our goods are sold on the same understanding. If within ninety days after enrolling you are not satisfied with the results, you can return your outfit and have your money refunded. For years we have kept a careful record and find the proportion of returns is 1/3 of 1 per cent. In other words, we satisfy 299 out of every 300 customers. (We never expect to be perfect.)

We Make Adjustable Bar Bells of All Varieties

Every outfit we make is a combination affair, which can be used as a bar bell or as a pair of kettle-bells. Every part of each outfit is adjustable in weight. Some types have hollow spheres which can be loaded with iron plates of assorted sizes. Others have no covering spheres, but consist just of an assemblage of iron plates and the different handle bars. We make bar bells of

Different Styles—Different Sizes—Different Prices

but every outfit we make can be adjusted to such a moderate weight that it can be easily handled by the weakest and smallest man, and yet can be almost instantly adjusted to a weight that would tax the strength of Samson.

Our Literature Will Interest You

Send at once for our booklet, "Health, Strength and Development and How to Obtain Them"

The Milo Bar Bell Co.

Dept. 186
2739 North Palethorp Street Philadelphia, Pa.

THE MILO BAR BELL CO.,
Dept. 186 2739 N. Palethorp St., Philadelphia, Pa.
Gentlemen:
Please mail me, without charge or obligation on my part, your free booklet, "Health, Strength and Development and How to Obtain Them."
Name
Address
City State

Sanitariums & Wellness Retreats

Sanitariums of the late 1880s and early 1900s were created primarily for treating individuals suffering from physical problems related to disease and not that of mental illness. Edward Livingston Trudeau (1848-1915), an American physician, founded the first tuberculosis sanitarium in America in 1885. He started what became known as the "sanitarium movement" in the United States. Patients who came to his sanitarium were offered lots of fresh air, moderate exercise and healthful diets.

The Battle Creek Sanitarium first opened as the Western Health Reform Institute in 1866 and was the most famous health institution of the time. John Harvey Kellogg (1852-1943), a noted physician and surgeon became the medical director in 1876, changing the name in 1877. At the sanitarium, Kellogg encouraged a low fat, low protein diet with an emphasis on whole grains and fiber-rich foods. He also recommended a daily intake of fresh air, exercise and educated patients as to the importance of hygiene.

"FITNESS FIRSTS" of the 1900s-1920s

Early Fitness Crusaders - Several people were instrumental in promoting the Physical Culture Life during this era and although it is not possible to recognize all of these great individuals in this book, we do appreciate the sacrifice and effort made by all. These *Physical Culturists* had great passion and resolve and devoted their lives in helping educate the public about the benefits of *Fitness* and exercise.

W.T. Rawleigh – 2018 NFHOF Inductee

1st to produce "Wellness" products in America

Born: December 3, 1870 | Died: January 23, 1951

Place of Birth: Mineral Point, Wisconsin | Residence: Freeport, Illinois



In 1889, William Thomas Rawleigh set out to help the American public, "Get Well and Stay Well." At the age of 18, having just \$15, a borrowed horse, a mortgaged buggy and four types of medicines; Rawleigh set out from his boyhood home in Wisconsin and started selling his products. Rawleigh and his company, was the most famous producer of quality health products. W.T. recalls, "I was young and as green as a cucumber and the only business



experience I had was in making inks and selling a few books.” Anxious but determined, he made his first sale of liniment and salve at a little farm house in Illinois. By 1914 the W.T. Rawleigh Company was recognized as one of the greatest manufacturers and distributors of over 100 health and household products.



W.T. Rawleigh was one of the first persons to use direct-to-customers method of selling and offer a time and trial system, which was the forerunner of the “Satisfaction Guaranteed” policy. Today the Rawleigh’s Healthcare Company still continues to produce quality home medicines, specialty foods, household products, personal care products and animal products.

John Harvey Kellogg, M.D. – 2008 NFHOF Inductee

1st to promote wellness and the “Clean Living” movement.

Born: February 26, 1852 | Died: December 14, 1943

Place of Birth: Tyrone, Michigan | Residence: Battle Creek, MI

JH Kellogg was an American medical doctor, nutritionist, inventor, health activist and businessman. He was the director of the Battle Creek Sanitarium in Battle Creek, Michigan. Kellogg took charge of the Institute for the Seventh-day Adventist Church in 1876 and changed the name to the Battle Creek Sanitarium. He came up with the word “sanitarium” to reflect his idea of a sanitary retreat for health restoration and training (“a place where people learn to stay well”)



rather than “sanitorium” which meant a hospital for invalids or for treatment of tuberculosis.

Kellogg was a major leader in progressive health reform, particularly in the second phase of the “Clean Living” movement. He wrote extensively on science and health. His approach to “biologic living” combined scientific knowledge with Adventist beliefs, promoting health reform, temperance and sexual abstinence. The sanitarium approached treatment in a holistic manner, actively promoting vegetarianism, nutrition, the use of enemas to clear intestinal flora, exercise, sun-bathing, hydrotherapy, and abstention from smoking, drinking and sexual activity.



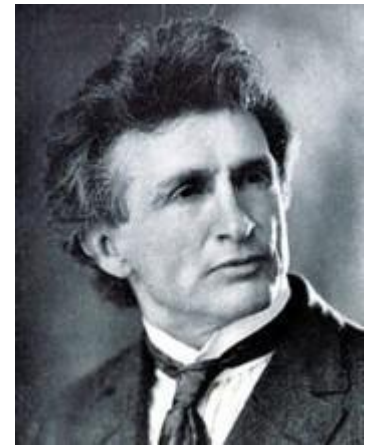
Bernarr Macfadden - 2005 NFHOF Inaugural Inductee

1st to publish a national fitness magazine, "Physical Culture."

Nickname: "The Father of Physical Culture"

Born: August 16, 1868 | Died: October 12, 1955

Place of Birth: Mill Springs, Missouri | Residence: New York, NY



Macfadden was the most influential American proponent of Physical Culture in the 1st half of the 20th Century. He founded Macfadden Publications and wrote over 150 books. Macfadden founded Physical Culture magazine in 1899, and was editor up to the August 1912 issue.


Aided by long-time Supervising Editor Fulton Oursler, Macfadden eventually grew a publishing empire, including Liberty, True Detective, True Story, True Romances, Dream World, Ghost Stories, the once-familiar movie magazine Photoplay and the tabloid newspaper, The New York Graphic.

Macfadden established many "healthatoriums" in the eastern and Midwestern states. These institutions offered educational programs such as "The Physical Culture Training School." His Macfadden Foundation established two boarding schools for young boys and girls in Westchester County, New York, the Macfadden School in Briarcliff Manor (Scarborough) and the school in Tarrytown.

At the peak of his career, Macfadden owned several hotels and a major building in Dansville, New York. He also opened a restaurant in New York City in 1902 called Physical Culture, which was one of the city's first vegetarian venues. Physical Culture vegetarian restaurants were established in other cities such as Philadelphia and Chicago. By 1911, there were twenty such restaurants.

Macfadden not only built a publishing empire around his Physical Culture magazine, he was involved in numerous enterprises that promoted the physical culture life. He was able to convince the nation, during times of hardship, war and depression, that "Health was Wealth" and was often heard saying, "If you don't have your health, you don't have anything." Macfadden remained fit

Bernarr Macfadden Institute
Dept. 10, Flatiron Building, New York City, N. Y.



The Bernarr Macfadden Institute and School of Physical Culture
NEW CLASS WILL BE ENROLLED JANUARY 2, 1908

and active throughout his 87 years and his is recognized today as an “Icon of Fitness.”

Dr. Paul C. Bragg - 2005 NFHOF Inaugural Inductee

1st to open “Health Food Stores” in America

Born: February 6, 1895 | Died: December 7, 1976

Place of Birth: Batesville, Indiana | Residence: Santa Barbara, CA

Bragg advocated using deep breathing, water fasts, organic foods, drinking distilled water, juicing, exercise, and listening to one’s body as methods of prolonging one’s lifespan.



Bragg’s dynamic worldwide Health Crusades and burden to help others obtain health and fitness led him to set more firsts in the history of the Health Movement than any other individual in history. Bragg was a crusader for health and pioneered some of the first “Health Lectures” across America. He inspired his followers to open health stores across America and then worldwide. Some of his pioneering achievements include:

- Opening the first Health Food Store in America.
- Pioneered the first Health Lectures across America.
- Bragg introduced Juice Therapy in America by importing the first hand-juicers.
- Bragg pioneered Radio Health Programs from Hollywood in the 20s.
- Bragg opened the first health restaurants and the first health spas in America.

Paul was the inspiration and personal health and fitness trainer to several Olympic athletes. Bragg also wrote many books, including “*The Miracle of Fasting*” and “*Live Food Cook Book and Menus.*”

Did You Know? - During this early era of fitness formation, everyone had a “System” that they promoted as the “Best” for getting one healthy and fit.

An advertisement for 'The Fitzsimmons System' featuring a black and white photograph of a man in a tank top and trousers. The text is arranged in a structured layout with various font sizes and styles to emphasize key points.

“The Fitzsimmons System”

The best and most intelligent method of Physical Culture in the world.

By the scientific application of NATURE’S LAWS it Restores **Health**, corrects defects which occur in the human body; Gives **Strength** to the waning energies and insures **Success**

HAVE perfected a sensible, modern system of PHYSICAL CULTURE, which I teach by mail. It is original and I know it to be practical. It builds up the run-down man, averts nervous break-down, strengthens the lungs and wards off consumption. It permanently relieves constipation, cures dyspepsia and heart trouble and restores nervous force.

My illustrated booklet gives further particulars. Write for it to

The Robert Fitzsimmons Institute of Physical Culture
ROBERT FITZSIMMONS, Director and Gen. Mgr. BENSONHURST, N. Y.

Robert Fitzsimmons

THE HISTORY OF FITNESS:

The ERA of the 1930s-1940s

“Tough People during Tough Times”

Often referred to as “The Greatest Generation,” the people of this era had to be tough and resilient and there was, “No rest for the weary!” Just as the nation was trying to recover from a great depression, it got drawn into yet another great war - WWII. The bombing of Pearl Harbor left the US with no choice but to join the war effort.

After the Wall Street Crash of 1929 most of the decade was consumed by an economic downfall. The Great Depression was a worldwide economic depression that lasted 10 years (1929-1939) leading to widespread unemployment and poverty, especially in the United States. President Herbert Hoover worsened the situation with his failed attempt to balance the budget by raising taxes. Franklin D. Roosevelt was elected, as a response, in 1933, and introduced the New Deal. The founding of the Civilian Conservation Corps (CCC) and the funding of numerous projects also helped restore prosperity in the US.

Hollywood started to flourish in the 1930s as a number of popular genres, including gangster films, musicals, comedies and monster movies, attracted mass audiences, regardless of the economic crisis. Careers of some of iconic Hollywood’s performers also flourished in the 1930s, including Greta Garbo, Bela Lugosi, Boris Karloff, Mae West, the Marx Brothers and child star Shirley Temple.

During the final stage of World War II, the United States detonated two nuclear weapons over the Japanese cities of Hiroshima and Nagasaki on August 6 and 9, 1945, respectively. The two bombings killed at least 129,000 people, most of whom were civilians. They remain the only use of nuclear weapons in the history of warfare.

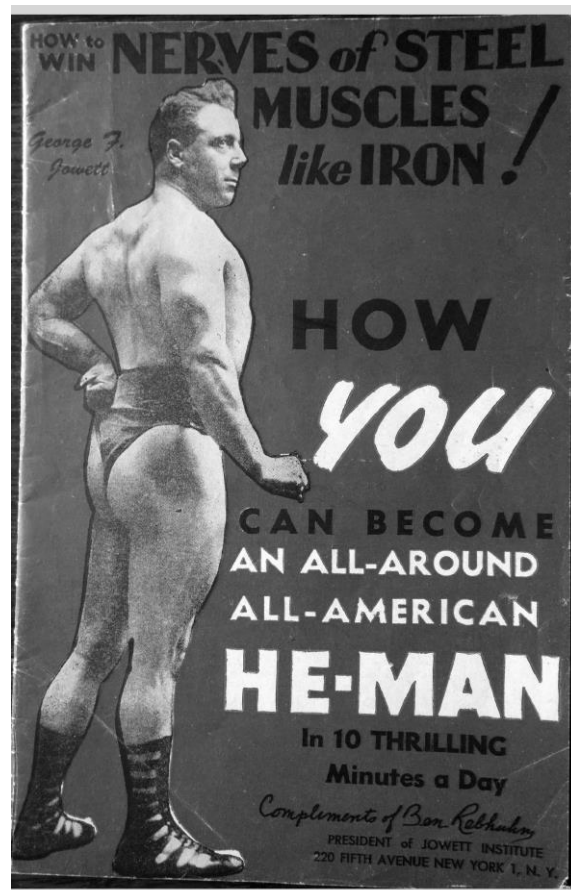


The TREND of the 1930s-1940s

“He-Man” Mail Order Courses

The era of the 1930s & '40s beckoned men to; “Be Tough and Stand Proud” for the nation was in the grips of a Great Depression and followed immediately by World-Wide War. Good thing there were plenty of “Strong Men” around to provide assistance to the American public. The physical educators of the day provided instruction on how to develop a strong and powerful body and help men create a “*He-Man in the Mirror*” persona. Most of these instructions came in the form of booklets and pamphlets which were sold through the mail. George Jowett, Joe Bonomo, Lionel Strongfort, Joe Weider, Ben Weider, Earle Liederman, Bob Hoffman and Charles Atlas were just some of the powerful men who offered these courses.

Most of these muscle building programs were very good, however because the mail order competition was so stiff during this era, instructors needed great marketing and advertising strategies for their business to be successful.



“FITNESS FIRSTS” of the 1930s-1940s



Joe Bonomo - 2009 NFHOF Inductee

1st Fitness Celebrity in Hollywood.

Nickname: “Hollywood Hero”

Born: December 25, 1901 | Died: March 28, 1978

Place of Birth: Brooklyn, New York | Residence: Los Angeles, CA

Born Christmas Day in 1901, this legendary “Hollywood Actor and Strongman,” helped millions of men and women live happy, healthy and confident lives. Miriam Linna wrote, “Joe inherently knew that the key to success was a balanced combination of the mental, the physical, and the spiritual.”

Joe was one of the first “He-Man types” to encourage women to exercise. His innovative

“Your Figure Beautiful” was a refreshing women's health and fitness magazine that included fashions, exercise, diet and more! Prior to WW-II, Joe cautioned the nation saying, “at any time, may come demands that call for maximum physical preparedness, wherein not only our own future but the future of our country might be fatefully imperiled.”

In 1924, Joe started his career in Hollywood as a stuntman. As a stuntman, Bonomo crashed, smashed and slashed his way through numerous thrillers and adventure films. He was known for his trademarked “*Barrel-chested figure.*”

Joe’s also found great success in publishing a series of pocket-sized “mini” booklets that could be found at checkout counters of your local grocery store. These advice booklets covered; muscle building, bust-line contouring, simplifying housework, looking lovelier, using make-up, how to dance better and a host of other self-improvement topics.

Trademark - Barrel-chested figure

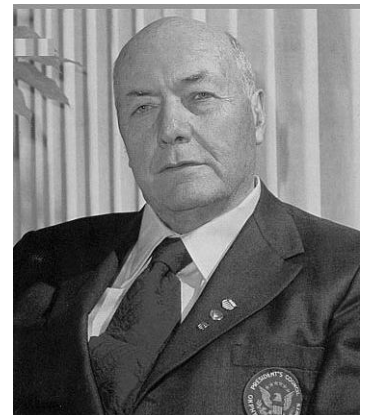
Bob Hoffman - 2005 NFHOF Inaugural Inductee

1st to organize American weightlifting competitions.

Nickname: “The Father of World Weightlifting”

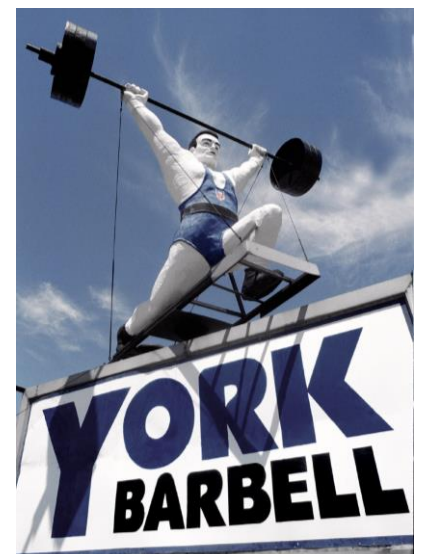
Born: November 9, 1898 | Died: July 18, 1985

Place of Birth: Tifton, Georgia | Residence: York, Pennsylvania



Hoffman created a muscle empire out of an oil-burner business that he started in the early 1920s. Within a decade, his passion for sport exceeded his need to produce oil burners and by the outset of the Great Depression he began manufacturing barbells at the factory. He soon discovered a willing public of aspiring weightlifters like himself who would buy not only barbells but also health and fitness products. During this Era, his York Barbell Company was the top producer of fitness products.

In 1924 he organized the first American weightlifting competitions and in 1932 he started publishing “*Strength and Health*” magazine and wrote numerous articles on the benefits of exercise and nutrition.



Did You Know? - "Bob Hoffman was undoubtedly the greatest promoter of weightlifting that the world has ever known," according to Dr. John D. Fair. "He and his 'York Gang,' as they were called, inspired generations of weightlifters and defined an Era."

THE HISTORY OF FITNESS:

The ERA of the 1950s-1960s

“Let the Good-Times Roll”

The American life in the 1950's was good for most people. WW-II was over, the economy had started to recover, jobs became plentiful and the middle class was flourishing. Bigger houses, bigger cars, and bigger waist lines became



status symbols of the day. For men a hefty waistline meant that you were a good provider and could afford the spoils of life. This of course was not true for the American women as they were subject to a strict double-standard that was in place during this era. Many movies, television shows and print advertising featured beauties with “Hour-Glass” bodies and with the unspoken expectation that women were to possess a lovely, curvaceous figure.

Many health and beauty experts of the day got their chance to show women how to develop that beautiful “Hour-Glass” shape. It was actually the first time that women, on a mass scale, learned about body shaping and fitness.

Did You Know? - It is still debated today whether some female Hollywood Stars were more famous for their figures than their acting. For example, can you name any of the films by the following “Shapely Beauties?” - Anita Ekberg, Gina Lollobrigida, Jayne Mansfield or Mamie Van Doren.

Presidential Fitness

In 1955, President Dwight D. Eisenhower received a shocking report that infuriated the Commander in Chief. The report presented grim statistics about the fitness levels of America's youth. Eisenhower took immediate action and called for a meeting of all the top fitness experts of the day to develop a plan of attack to combat this issue.

The President's Counsel on Youth Fitness was formed in 1956 to combat the problem. This was not the first time that a president got involved in the health and fitness of our nation. Back in 1936, President Franklin D. Roosevelt said, "The State's paramount concern should be the health of its people."

After Eisenhower, the President's Council continued its efforts to help our nation get fit as President John F. Kennedy would change the name to The President's Council on Physical Fitness. President Lyndon Johnson would add, "and Sports" to encourage lasting fitness gains through sports and games.

In 1972, The Presidential Sports Award was established under President Richard M.

Nixon to motivate Americans to participate regularly in fitness/sports activity and in 1984, President Ronald Reagan proclaimed May as National Physical Fitness and Sports Month.



The Modern Health Spa Flourishes

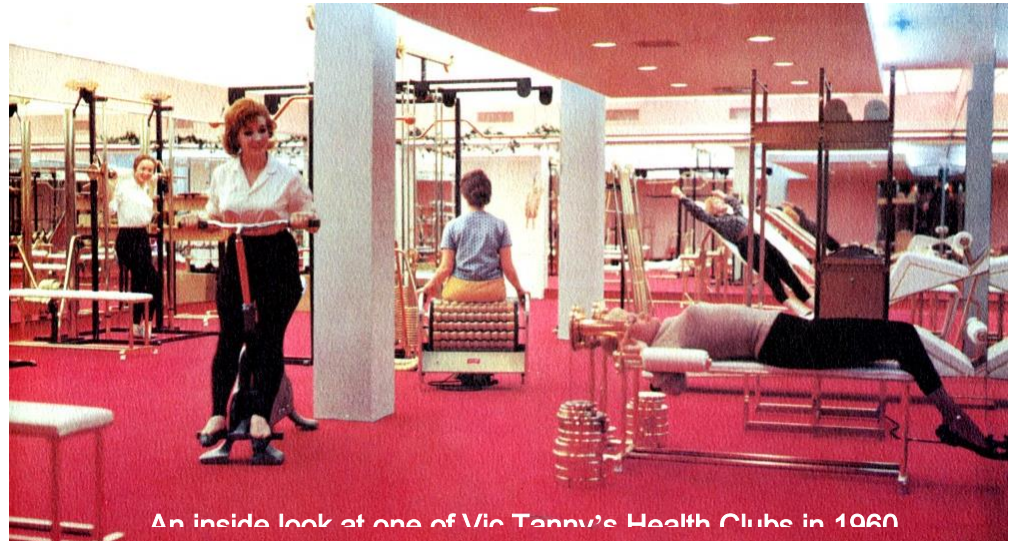
Health Spas emerged as big business during this era. With the economy being good, luxurious health spas were constructed, replacing the "dingy gym" and gave everyone the opportunity to experience this thing called "fitness."

Vic Tanny, Jack LaLanne and Ray Wilson were major players in the Health Club business. Their clubs used bright colors, wall-to-wall carpeting, full-length mirrors, chrome machines and inspiring background music which was a sharp contrast to the gloomy gymnasium typical in that day. Vic Tanny opened his first health club in 1936 in Rochester, NY and

Jack LaLanne opened his own Health Spa the same year in Oakland California.

Ray Wilson was a key player in the health and fitness industry and opened his first chain, American Health Sillhouette Clubs, in the 1950s. Wilson's second chain of fitness centers called European Health

Spas, became the first to offer a Lifetime Membership model -- a disaster that tarnished the image for the health club industry, and that would later lead to lawsuits for facilities that copied this membership model.



The TRENDS of the 1950s-1960s

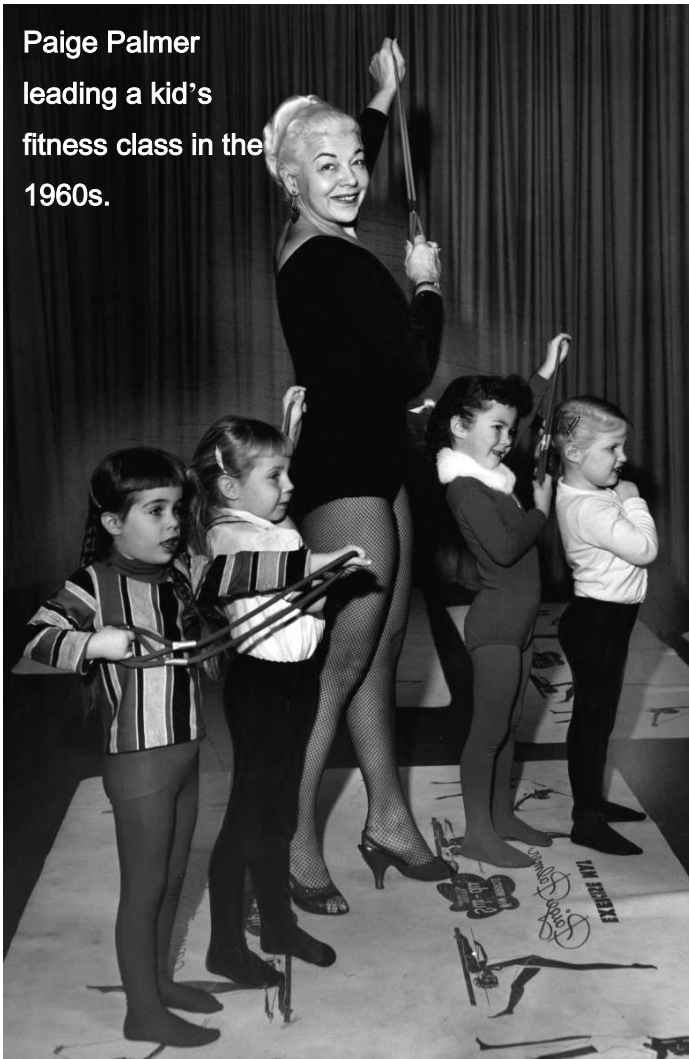
“Tuning into TV Fitness”

Starting in 1948, television began appearing in more and more living rooms, a phenomenon many credited to comedian Milton Berle. Berle was the star of TV's first hit show, *“The Texaco Star Theatre”* (NBC, 1948–53), a comedy-variety show that quickly became the most popular program at the time. When the series debuted, fewer than 2 percent of American households had a television set but when Berle left the air in 1956, TV was in 70 percent of the country's homes.

Did You Know? - In March 1954, Westinghouse offers a color TV for sale at the cost of \$1,295 That would be over \$12,000 in today's dollars!

Paige Palmer hosted the first daily televised fitness-oriented television show in the United States. *“The Paige Palmer Show”* ran on WEWS-TV, Cleveland, Ohio from 1948 to 1973. Debbie Drake was also a true fitness trailblazer starred in her own daily exercise show, *“The*

Paige Palmer leading a kid's fitness class in the 1960s.



Debbie Drake Show” debuting 1960 and aired during the morning on dozens of stations across the country. Between that show and its follow-up, *“Debbie Drake’s Dancercize,”* she stayed on the air continuously until 1978.

Over ONE MILLION POUNDS – that’s what Paul Fogarty’s attests to in 1955. With over one million pounds and miles and miles of waistlines being trimmed and slimmed from the figures of Midwest women in the past six years. All of this has been accomplished by the largest calisthenics class, *“Your Figure, Ladies”*

Paul Fogarty’s television program featured daily on WGN-TV, Chicago. “It is undoubtedly the only program on the air that thrives on making its audience smaller!”

“The Jack LaLanne Show” was the longest running television program devoted to exercise. Between 1951 and 1985, Jack inspired millions with his easy to follow, sensible calisthenics exercises, charming personality and his always witty humor.

Jack’s reputation began to spread and by the early 1950’s. He was given the opportunity to utilize the new medium of television to reach even more people. Jack used television to reach out to millions of Americans everywhere with his gospel message of get out of your chair, workout and feel better. He was magnetic and the public responded! His motivational message spread across the country like wildfire and his show was an instant nationwide hit!



Isometric Workouts

In the 1960s, Isometric Training became popular again and was promoted as a fast and easy workout that anyone could do. I say again because isometric exercises have been around for more than 1,000 years! (Examples of isometric holds can be seen in the disciplines of ancient yoga and martial arts.)

Bob Hoffman's Functional Isometric Contraction System of Static Contraction published in 1962 made it easy to build a superb physique and tremendous strength in a minimum of time, with a minimum of effort. Hoffman called it a "scientifically proven method for rapid strength development."

Did You Know? - An isometric exercise is a form of exercise involving the static contraction of a muscle without any visible movement in the angle of the joint. These exercises the length of the muscle and the angle of the joint do not change, though contraction strength may be varied.

Henry Wittenberg (1918-2010) was an Olympic Medal Champion and Captain of the Olympic wrestling team. From 1940 to 1952 he wrestled in the 191-pound and heavy-weight divisions in this country and abroad, and remained undefeated after more than 400 consecutive matches!

His book, *Isometrics*, published in 1964 sold numerous copies and had several printings. He held a B.S. degree from C.C.N.Y. and Masters degree in physical education from Columbia University."

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SUPERVISED BY EXPERTS
The series of exercises in *Isometrics — The Static Way to Physical Fitness* were prepared under the supervision of Victor F. Obeck, Professor of Physical Education and Director, Division of Athletics, New York University and Isadore Rossman, M.D., Medical Director, Department of Home Care and Extended Services, Montefiore Hospital, New York.

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by **HENRY WITTENBERG**
OLYMPIC GOLD MEDAL CHAMPION

This is the isometric exercise program successfully proven in Olympic competition

Multi-Stationed Gyms

During the 1950's equipment manufacturing companies, like Paramount (1954) & Universal (1957) designed and built multi-stationed exercise machines with the purpose of, "broadening the appeal of weightlifting and offering a safe lifting experience to the novice user."

Universal is credited with inventing the first ever multi-station weight machine in 1957. Individuals would lift or pull a handle connected by levers or cables to a stack of weight plates riding on steel guideposts rather than the traditional barbell or dumbbell.



The standard "Universal Gym" incorporated stations for eight or ten different exercises in a single large frame. Often these units included non-weight exercise stations, such as a chin-up bar or a slant board for sit-ups. Schools, colleges, YMCAs and private gyms acquired Universal Gym machines to supplement or replace free weights.

Did You Know? - Harold Zinkin introduced the first Universal machine to the world, and in so doing, created a fitness revolution that continues to this day. In his book "Remembering Muscle Beach," Zinkin writes, "If I'm proud of anything, it's that machine and the fact that there probably isn't one professional athlete in the world who hasn't worked out on a Universal at least once."

"FITNESS FIRSTS" of the 1950s-1960s



Vic Tanny - 2005 NFHOF Inaugural Inductee

1st to create a "National Health Club Chain."

Nickname: "King of the Health Clubs"

Born: February 18, 1912 | Died: June 11, 1985

Place of Birth: Rochester, New York | Residence: Santa Monica, California

Back in 1961, The Wisdom Society called Vic Tanny, "America's Most Famous Physical Educator and Greatest Crusader for Better Health and a more Physically Fit Nation." They devoted more than 40 pages in their special "Physical Fitness Edition Book" in

tribute to Tanny's 25th Anniversary of Record-Breaking - Outstanding Achievement in Physical Education.

Wisdom wrote, "A man who holds deep reverence of the pioneer spirit that produced the great nation, Vic Tanny is appalled at the slough of indolence, indifference and ease into which the average American has permitted himself to slide. They appear unaware that overindulgence in the good things they have created, combined with lack of physical activity, brings on a poisonous, degenerative process which is attaching the moral fiber of their country."

His answer is simple, "Exercise in some form is a daily necessity. The underlying principle is simply the proper use of every part of your body. The path of physical well-being takes you towards good health and long life."

In 1939, Tanny moved to Santa Monica, California and began to build a chain of more than 90 clubs throughout the United States and Canada.

Jack LaLanne - 2005 NFHOF Inaugural Inductee

1st TV Fitness Celebrity (male)

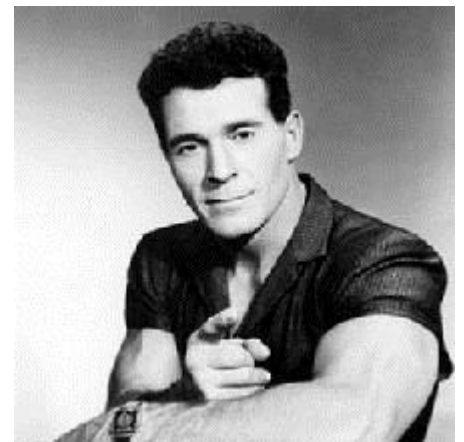
Nickname: "The Godfather of Fitness"

Born: September 26, 1914 | Died: January 23, 2011

Place of Birth: San Francisco, California |

Residence: Morro Bay, California

LaLanne is an American fitness, exercise, and nutritional expert, celebrity, lecturer, and motivational speaker who is widely referred to as "The Godfather of Fitness." Jack gained worldwide



recognition for his success as a chiropractor and bodybuilder, and for his incredible and prodigious acts of strength and endurance. Through his career, he has won numerous awards including the Horatio Alger Award from the Association of Distinguished Americans, and has a star on the Hollywood Walk of Fame.

During his childhood days, Jack was addicted to sugar and junk foods. At age 15, young Jack heard Paul Bragg speak on health and nutrition which had such a powerful influence, it motivated Jack to focus on his diet and exercise habits.

He dedicated his life to encouraging people to better themselves through exercise and fitness. He designed the world's first leg extension machines, pulley machines using cables, and weight selectors; now a standard in the fitness industry.

Jack believed in daily, vigorous, systematic exercise and proper diet. He once said, "My top priority in life is my workout each day." He and his wife Elaine would speak all over the world, inspiring people to help themselves to a better life, physically, mentally, and morally.

Bonnie Prudden - 2006 NFHOF Inductee

1st to promote "Kids Fitness" to the Nation.

Born: January 29, 1914 | Died: December 11, 2011

Place of Birth: New York, NY | Residence: Tuscon, Arizona

Bonnie was an American physical fitness instructor, expert rock climber and mountaineer. Her 1955 report to Eisenhower on the unfitness of American children as compared with their European counterparts led to the formation of the President's Council on Youth Fitness. Bonnie authored 16 books on physical fitness and Myotherapy for all ages and abilities including two best sellers, *How to Keep Slender and Fit After Thirty* (1961) and *Pain Erasure: The Bonnie Prudden Way* (1980). She produced six exercise albums, hosted the first regular exercise spots on national television, had a syndicated television show and wrote a column for *Sports Illustrated*.

In 1980 Prudden opened, *The Bonnie Prudden School for Physical Fitness and Myotherapy* which trained students for the profession: Exercise Instructor and Myotherapy and Corrective Exercise practitioner. In 1984 the Bonnie Prudden School registered the occupation Myotherapist with the U.S. Department of Labor.

"You can't turn back the clock, but you can wind it up again." ~ Bonnie Prudden



Paige Palmer - 2018 NFHOF Inductee

1st TV Fitness Celebrity (female)

Nickname: "The Fitness Lady of Fitness"

Born: 1916 | Died: November 21, 2009

Place of Birth: Akron, Ohio | Residence: Cleveland, Ohio



Paige was born in Akron, Ohio (1916-2009). She was the hostess of the first daily televised fitness-oriented television show in the United States. *The Paige Palmer Show* ran on WEWS-TV, Cleveland, Ohio from 1948 to 1973. Palmer also designed exercise equipment and fashions for women. Along with exercise, Paige promoted good healthy eating. Congress named her "*The First Lady of Fitness*" because of her pioneering work in physical activity and exercise.

Paige said, "I wanted to put on exercise classes for employees of companies. I went to the rubber companies, all the stores of Cleveland and Akron. They thought I was out of my mind." Today many, if not most, of the large companies have fitness centers and are following many of the same regiments that Paige recommended more than sixty years ago.

Paige's TV career ended in 1973, when she was diagnosed with *Meniere's syndrome*, a condition that affects the sense of balance. She died years later at the age of 93. She knew she couldn't fall down on television, friends said. She is survived by three sons, six grandchildren, 16 great-grandchildren and four great-great-grandchildren.

Paige also designed exercise equipment and fashions for women.



THE HISTORY OF FITNESS:

The ERA of the 1970s

“Sock It To Me Crazes”

The 1970's marked a time of radical change, as America was faced with numerous problems including: the Vietnam War, an oil crisis, sky-rocketing inflation, double digit mortgage rates, high unemployment and recreational drug use which combined, defined the era historically. By the end of Jimmy Carter's presidency (1977-1980), the idealistic dreams of the 1960s were worn down by inflation, foreign policy turmoil and rising crime.

Politically, the United States went through several changes during the 1970s. There were liberal Democratic administrations for most of the 1960s. Then a conservative Republican, Richard Nixon, was elected. During his second term, President Nixon was forced to resign because of the Watergate case. Vice President Gerald Ford became president after Nixon's resignation. About two years later, he was defeated by Democrat Jimmy Carter. The election showed that Americans were angry with the Republican Party because of the Watergate case. But they soon became unhappy with President Carter, too. They blamed him for failing to improve the economy.

What was Watergate? On June 17, 1972, five men broke into the headquarters of the Democratic National Committee at the Watergate complex in Washington DC in a botched operation to sell something. The Watergate scandal is widely considered to be the biggest in political history anywhere in the world but trying to explain it is not easy and nobody knows what really happened.”

The TRENDS of the 1970s

The two major physical activities that defined the 1970s, with regards to fitness were; racquet sports (i.e. tennis & racquetball) and jogging. These activities were at the peak of their popularity during this time.

Tennis Anyone?

In the early 1970s the number of tennis players in the U.S. quadrupled. Tennis' surge in popularity came in part because of the success of American tennis stars, Chris Evert and Jimmy Connors. The #1-ranked players in the world were captivating the American public by their stellar play on the court and they inspired many to start swinging a racket! In addition, two up and coming American players started to shine. Tracy Austin & John McEnroe brought youth, exuberance and renewed freshness to an old game.



Additionally, in the nation's growing suburbs, parks and recreation departments started to built beautiful outdoor courts for the community and many even installed lights for night play.

The Racquetball Revolution

Racquetball, which was invented by Joe Sobek in 1950, became very popular during the '70's. It was easier to learn than tennis and the courts were far less expensive for clubs to install, so it quickly became the "in" sport. Beautifully designed indoor racquetball clubs were erected and many of the finer clubs featured glass showcase courts with plush grandstand-like seating which attracted many new members.



Did You Know? - Joe Sobek (1918-1998) was the first person inducted into the Racquetball Hall of Fame in 1974.

By the late 1970's racquetball was one of the fastest growing sports in America with more than 10 million participants, up from an estimated 2 million in 1975. However, the "Racquetball Craze" quickly came to a halt when in the early 1980s, dance aerobics was introduced to America. Many racquetball courts were converted into aerobic rooms and health clubs started to make the switch to physical fitness centers and kicked racquetball to the proverbial curb.

In 1985, Glenn Wallace expressed it this way; “Racquetball’s explosion onto the sports scene was brilliant and loud, and the people who controlled the game believed that it was going to reach the heights the two most recent sports phenomenon’s, tennis and skiing, had reached. There would be television, big money, national exposure, famous players, and a following in the tens of millions. At least in part, all of these things happened. But racquetball never reached the top. It became the sport that almost made it, and its professional players became figures on the periphery, the Twilight Zone of sports fame.

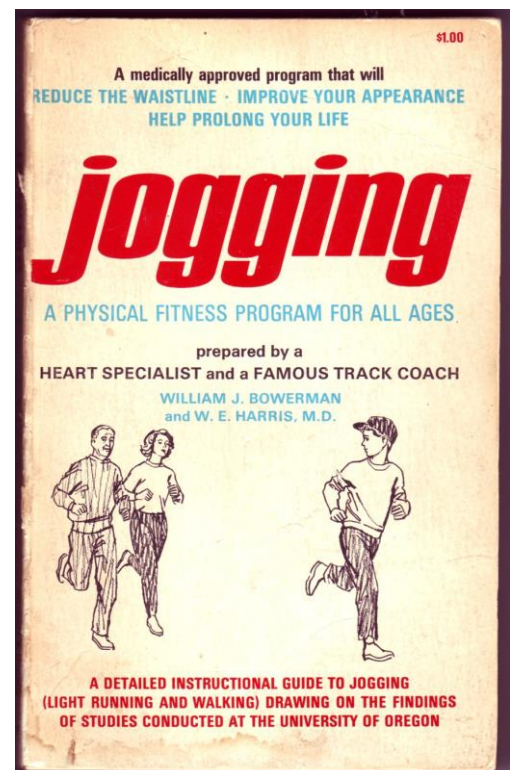
Did You Know? - Organized competitive racquetball began in the 1970s. The best male players of that era were Charlie Brumfield and Marty Hogan.

Jogging Mania

Defined as a form of trotting or running at a slow or leisurely pace, jogging starting in the 1960’s but gained wide-spread popularity during the 1970’s. In 1968, there were about 100,000 people jogging regularly. By 1978, the number of joggers increased to 27 million; an incredible increase in just ten years. In 1977, People Weekly magazine even did a cover story featuring the top two television stars of the day on the cover. Lee Majors, the “Six Million Dollar Man” & then wife, Farrah Fawcett-Majors of Charlie’s Angels fame, were pictured on the cover jogging together with the headline, “Everybody’s Doing It! – Stars Join the Jogging Craze!”

Many people credit, Bill Bowerman for developing the concept of jogging in America. In 1962, after visiting Arthur Lydiard, an athletics coach and proponent of jogging in New Zealand, Bill came back eager to tell everyone about the benefits of jogging. Bowerman then published his book, “Jogging” in 1966 and established jogging programs for men and women of all ages. The popularity of these programs helped to spread the concept of jogging as an exercise throughout the United States.

A further boost to jogging came in 1968 when Dr. Kenneth Cooper released his book, “Aerobics.” The book outlined an “Aerobics Points System” which assigned points to

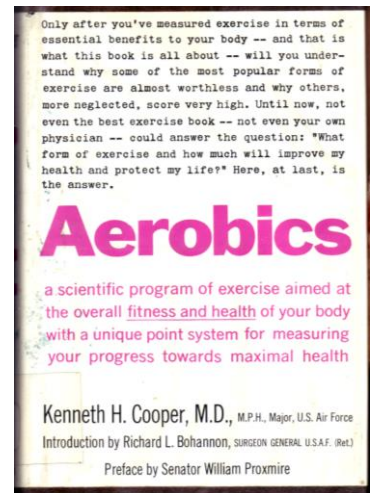


exercise based on the type of movement, duration and level of exertion. Jogging was listed in the book as one of the preferred types of exercise.

Fitness Trails: “What the Par?”

A Swiss architect, Erwin Weckemann, invented the first *Parcourse* in Zurich in 1968. *Parcourses* soon dotted the European landscape by the hundreds; a fitness trend was born. The first U.S. *Parcourse* appeared in 1973 when a Bay Area real estate developer named Peter Stocker (1942-1990) installed one in San Francisco’s Mountain Lake Park. Also in the early 1970's, *Fit-Trail* started to install their *fitness trail* across America. Both of these trails combined scientifically designed exercises with walking or jogging to provide a well-balanced physical fitness routine for the entire body. Individual exercise stations with apparatus are spaced along a walking trail or jogging path. The participant proceeds from one exercise station to the next and performs the exercises illustrated at each station. The idea was for participants to receive a fully balanced workout, in the fresh air and on a circuit that takes about 30 to 45 minutes.

This trend peaked around the mid-’80s and most disappeared however there has a recent resurgence of new “Par-Course type” trails being found at several parks throughout the country.



“FITNESS FIRSTS” of the 1970s



BILL BOWERMAN, Head Track Coach.

Bill Bowerman - 2018 NFHOF Inductee

1st introduce jogging to America.

Nickname: “The Father of Jogging”

Born: February 19, 1911 | Died: December 24, 1999

Place of Birth: Portland, Oregon | Residence: Eugene, Oregon

Bowerman was an American track and field coach and co-founder of Nike, Inc. Over his career, Bill trained 31 Olympic athletes, 51 All-Americans, 12 American record-holders, 22 NCAA champions and 16 sub-4 minute milers. During his 24 years as coach at the University of Oregon, the Ducks track and field team had a winning season every season but one, attained 4 NCAA titles, and finished in the top 10 in the

nation 16 times. As co-founder of Nike, he invented some of their top brands, including the Cortez and Waffle Racer, and assisted in the company moving from being a distributor of other shoe brands to one creating their own shoes in house.

Starting in 1962, Bowerman helped spread the concept of jogging; as an exercise throughout the United States.

Dr. Kenneth Cooper, MD - 2005 NFHOF Inaugural Inductee
1st to coin the term “Aerobics.”

Nickname: “The Father of Aerobics”

Born: March 4, 1931

Place of Birth: Oklahoma City, OK | Residence: Dallas, Texas

Dr. Cooper completed his undergraduate and medical degrees at the University of Oklahoma. He also holds a Master of Public Health degree from the Harvard University School of Public Health. Dr. Cooper joined the military in 1957. During his 13 years of service in the U.S. Army and U.S. Air Force, Dr. Cooper served as a flight surgeon and director of the Aerospace Medical Laboratory in San Antonio. He also developed the 12-minute and 1.5-mile fitness tests and the Aerobics Point System, all used today by military organizations, amateur and professional athletic teams, law enforcement agencies, and many public schools and universities all over the world.



In 1970 Dr. Cooper opened the Cooper Aerobics Center in Dallas. Nearly four decades later Dr. Cooper serves as chairman of 10 health companies, a nonprofit research and education institute, and has expanded his vision by adding a second Cooper Aerobics Center at Craig Ranch in McKinney, Texas. Dr. Cooper has authored 19 books, which have been translated into 41 languages and Braille and total more than 30 million copies sold. His book *Aerobics*, published in 1968, introduced a new word and a new concept to America.

Dr. Cooper has advocated revolutionizing the field of medicine away from disease treatment to disease prevention through aerobic exercise. The Cooper philosophy, “It is easier to maintain good health through proper exercise, diet, and emotional balance than to regain it once it is lost,” has been proven valid in scientific research.



THE HISTORY OF FITNESS:

The ERA of the 1980s

“The Totally Awesome Decade”

The ten years from 1980 to 1989 became known as “the decade of excess” and would give rise to a “Fitness Boom” unparalleled throughout American History. Power Walking, Aerobics, Yuppies, Bodyshaping, Headbands and Leg Warmers were all household terms during the 80’s. It was a time when singer Olivia Newton John encouraged everyone to exercise with her #1 smash hit, “Let’s Get Physical.”

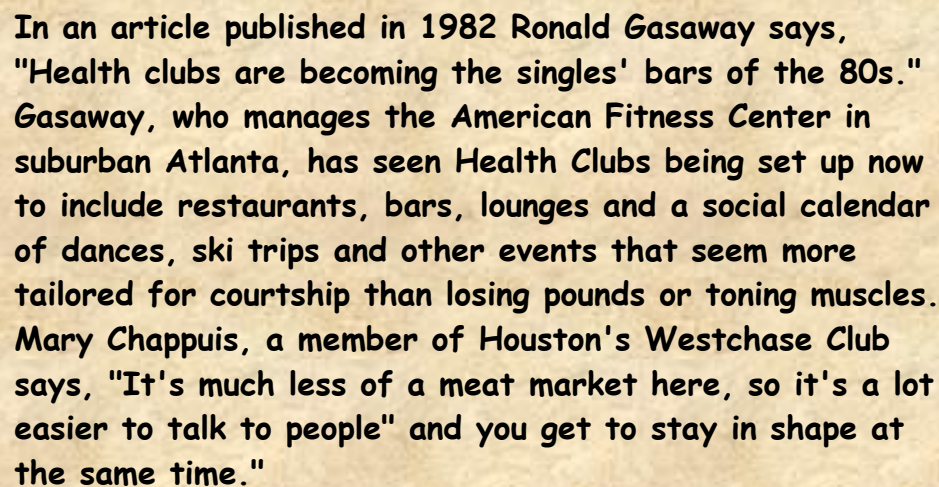
The ’80s saw a revamping of the Modern Health Club and if you were young, hot and happening, “*The Health Club was the Place to Be!*” In the ’80s, health & racquet club owners realized that the key to running a profitable club would be to get more women as members. Owners started to create separate “women-only” areas inside the club with gorgeous chrome-plated machines, beautiful aerobics rooms complete with plush red carpeting and fully mirrored walls. Some even had juice-bars & discos where members could socialize and mingle.

Young women flocked to these new social havens to see and be seen! It was almost a requirement for women get dressed up in the latest fitness fashions and get made-up with heavy mascara and blue eye shadow, before entering the “gym.” Don’t get me wrong, women wanted to get in shape but because the club scene was such a new experience for most, everyone wanted to make sure that they looked good going in! In fact, the club scene was so “totally awesome” that in 1983, Rolling Stone magazine ran a special feature about health clubs, placing sexy supermodel Christie Brinkley on the cover and titling the story, “*Looking for Mr. Good-Body - Health Clubs: the New Singles’ Bars.*” The movie, *Perfect* was based on that article and was released shortly thereafter in 1985. It starred John Travolta as the reporter and Jamie Lee Curtis as the aerobics instructor and was a very accurate portrayal of *Club Life* in the 80’s.

Fashion For All

Portraying the right image was essential in the 80s as the credo, *"Image is Everything"* became the dominant philosophy. Looking good was imperative and *"Dressing For Success"* was practically a requirement during this *"Era of Excess."* Popular television shows such as *Dynasty* and *Dallas*, featured women in gorgeous dresses and had men decked out in the finest European suits. Even the TV cops in Miami were catching crooks in fashionable sport coats and sandals.

The health club was no different, as gray sweats were practically banned from the finer establishments and Neon-colored spandex outfits with shimmering leg warmers and coordinated headbands were all but required attire for the ladies and formerly shirt-less men started to robe themselves with silk warm-up suits. Also, in 1982, the Reebok Freestyle was the first athletic shoe designed for women. The shoe was made to accommodate aerobics workouts and was released during the height of the 1980s aerobics craze.



In an article published in 1982 Ronald Gasaway says, "Health clubs are becoming the singles' bars of the 80s." Gasaway, who manages the American Fitness Center in suburban Atlanta, has seen Health Clubs being set up now to include restaurants, bars, lounges and a social calendar of dances, ski trips and other events that seem more tailored for courtship than losing pounds or toning muscles. Mary Chappuis, a member of Houston's Westchase Club says, "It's much less of a meat market here, so it's a lot easier to talk to people" and you get to stay in shape at the same time."

"The Media Shapes Up"

Fitness was such a hot topic in the 80's that almost everyone wanted in on the action. Many mainstream news publications printed cover stories about fitness which featured celebrities wearing the hottest fitness fashions.

- Nov. 1981: *TIME* magazine features; "The Fitness Craze – America Shapes Up"
- Aug. 1982: *Time* magazine features; "Coming on Strong: The New Ideal of Beauty"
- Oct. 1982: *LIFE* magazine features, "Women Muscle In; they join men in body-building, the sport of the 80's." (This issue featured actors Arnold Schwarzenegger & Sandahl Bergman on the cover).

- Feb. 1987: *LIFE* magazine features; “The American Way of FITNESS” which had Christie Brinkley and daughter on the cover.

MUSCLE & FITNESS became the leading fitness/bodybuilding magazine in the world during the 1980’s but some “muscleheads” of the 70’s were having trouble accepting it’s expanded scope and felt that Joe Weider had sold them out! In a 1980 editorial reply, Weider set the record straight about changing his beloved *Muscle Builder* magazine to *Muscle & Fitness*.

“We cannot and will not be left out of the expansion of fitness. Our message is clear, and will be brought to all! We will not be left behind. I want to advance and upgrade our message so that every man, woman and child knows exactly what weight training can do for their muscular system, health & longevity. I’ve set the changes and we are going to blast our way through to new dimensions in bodybuilding.”

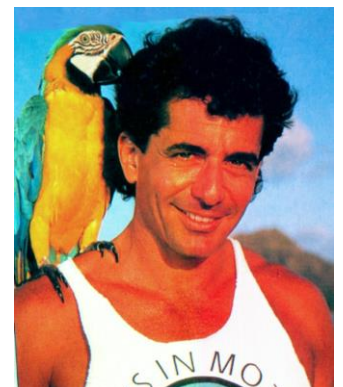
Circulation of the new magazine increased 10-fold after only a few years under the name, *Muscle & Fitness*. This magazine gave the public what it wanted and provided the inspiration for many to develop “A Sexy New Body and a Bold New Attitude!” Another new publication introduced by Joe Weider in 1981 was *SHAPE* magazine. Joe, together with Chris MacIntyre, worked to create a new magazine for women that would open the world of fitness to everyone. *SHAPE* magazine quickly became the #1 fitness magazine in the world.

Many fitness books were also written during this time. Wendon Swift’s “The Celebrity Fitness Book,” published in 1983, was very popular. It feature Heather Locklear, Ed Marinaro and Dyan Cannon on the cover and inside sixty celebrities shared their “Secrets to Fitness.” Wendon reminded the reader that for celebrities, “Keeping in shape is part of their job!”

“Dance” was big in the 80’s and aided greatly the to the fitness craze. Here are some popular ‘80s movies with a “Big Dance Theme.”
Fame - 1980 | Flashdance - 1983 | Staying Alive - 1983
Footloose - 1984 | Breakin’ - 1984 | Dirty Dancing -1987

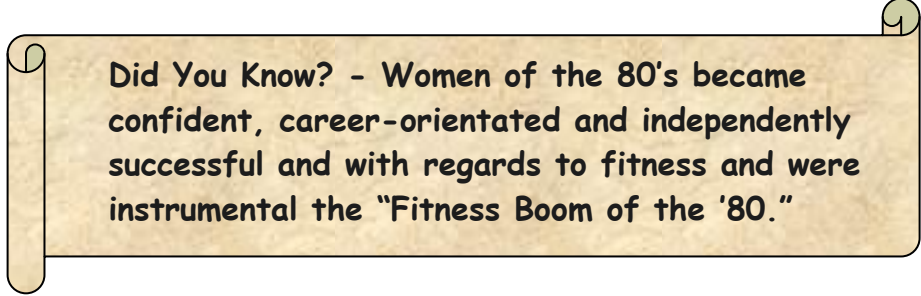
During the ‘80s television saw a resurgence of fitness shows with many new faces coming on to the scene. Below are just some of those shows:

- “Morning Stretch” hosted by Joanie Greggains
- “The Body Factory” hosted by Candy Colby
- “Alive and Well” hosted by Kathy Smith
- “It Figures” hosted by Charlene Prickett
- “Bodies in Motion” hosted by Gilad Janklowicz



- “*Body Electric*” hosted by Margaret Richards
- “*The Richard Simmons Show*” hosted by its namesake

In 1983, Ardy Friedberg writing in *SPORTSTYLE* magazine said this, “The television exercise race is clearly led by the author of best-selling exercise and diet book, Richard Simmons. Simon’s syndicated show appears five days a week and has more than 2.5 million viewers on an average day.” In many areas Jack LaLanne’s fitness show follows Richard Simmons. Back in the 1950s, The Jack LaLanne Show could be seen on 140 stations with more than 5 million viewers a day at its peak.



Did You Know? - Women of the 80's became confident, career-orientated and independently successful and with regards to fitness and were instrumental the “Fitness Boom of the '80.”

The TRENDS of the 1980s

Dance Aerobics & Step Aerobics

During the mid to late 70’s and into the early 80’s many group exercise classes were held in school gymnasiums or in small rooms at local park districts and Y’s. Instructors would bring in their own mat and a boom-box with a personally created mixed-tape and lead a bunch of women, dressed in black leotards, through a series of calisthenics, mat-work exercises and stretches. One popular class, Slimnastics included such exercises as fanny-firmers, doggie-kicks and tushy-rolls.

By 1980, a new form of group exercise was just starting to take root. *Dance Aerobics* was an exciting workout that combined traditional exercises with contemporary dance moves and allowed dancers to “strut their stuff” in an exercise setting.

Jacki Sorensen, who coined the term, *Aerobic Dancing*® and Judi Sheppard Missett, who trademarked *Jazzercise*®, each developed their own style of dance-exercise in the late 1960’s, which now was starting reach the masses. Actor, turned fitness motivator, Richard Simmons was creating a buzz of his own with his humor, flamboyant personality, and amplified energy. His self-titled television program, *The Richard Simmons Show* first aired in 1980 and his best-selling book, *Never-Say-Diet* book was released the same year.

It wasn’t until 1981 when, actress and movie star, Jane Fonda released her best-selling book,

record and video, Jane Fonda's Workout that the general public really got excited about fitness. From 1981 to 1986, more people got turned-on and tuned into fitness than ever before and since. The decade of the 80's will always be remembered for its *Fitness Boom*.



Step Aerobics started in the late-80s as Ray Irwin put it, "a phenomenon was beginning to take shape in our clubs. Aerobic classes on wooden benches! To capture this excitement, we developed The STEP®, which was sold into over 20,000 clubs in the US and around the world." Ray Irwin along with Rich Boggs and a few others started what became The STEP Company in 1989. The STEP Company's product, *The Original STEP®*, has gone on to become one of the most successful fitness products of the last 25 years.

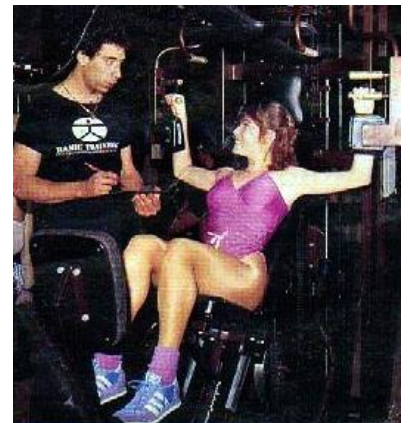
Did You Know? - The "step" is a 4-inch to 12-inch raised platform. You step up, around, and down from the platform in different patterns to boost your heart rate and breathing, and strengthen your muscles. Step aerobics moves range from simple to advance.

Home Workouts

Working out at-home was not a new concept as women were accustomed to putting on tights and performing bends and stretches as they followed the instructions being shout out on a record player and men would take to the basement to pump iron with the old dumbbells they had lying around the house. However, with the invention of the video player in 1977, an entirely new fitness industry was created and the era of the *Video Workout* exploded during the 80's.

In 1980 the VHS video player was not yet a common household device. VHS machines could cost upwards of \$300 and the videos themselves were priced at \$59 and up. During this time video stores, which were usually "mom & pop" operations, rented both the videos and the machine. By the mid-80's the price of the video player dropped significantly and became nearly as common as the television itself. The price of the videos also dropped and now could be purchased for less than \$20. *Blockbuster Video* opened in 1985 and made it much easier to rent exercise videos.

Did You Know? - At the new Nautilus Fitness Centers of the '80s, you could get an entire full-body workout in less than 30 minutes by performing just one set of each exercise of the 12 revolutionary Nautilus machines.



"FITNESS FIRSTS" of the 1980s

Gilad Janklowicz - 2007 NFHOF Inductee

1st to host a national television fitness show "on-location."

Born: July 27, 1954

Place of Birth: Rehovot, Israel | Residence: Honolulu, HI

Gilad is one of the world's most popular fitness personalities. Over the last 40 years he has helped millions get fit with his TV programs 'Bodies in Motion' and 'Total Body Sculpt with Gilad' and with his gold and platinum instructional home videos.

First debuting in 1983, Bodies In Motion is the world's longest running fitness show and is the winner of Cable Guide's People's Choice Award for "Best Health and Fitness Program." Self Magazine chose Bodies in Motion as the #1 TV Fitness Program in the world. The show has aired in more than 80 countries world-wide on ESPN, Fox Sports, Discovery Fit & Health, Eurosport, DePortiva and others.

In a viewer's poll conducted by Discovery Fit & Health Gilad won the title of "Television's Fitness Instructor of the Year." Gilad was inducted into Israel's Sports Hall of Fame in 1991 for his accomplishments as a track and field athlete.

Judi Sheppard Missett - 2005 NFHOF Inaugural Inductee

1st to create an international dance/exercise fitness franchise:
"Jazzercise"

Born: March 10, 1944

Place of Birth: Red Oak, Iowa | Hometown: San Diego, CA

Judi Sheppard Missett may be best known as the innovator of the dance fitness industry, but what she truly takes pride in are her 8,300 Jazzercise franchisees, worldwide. After earning her Bachelor of Science degree from Northwestern University, Sheppard Missett launched dance fitness classes that would become the cultural phenomenon now known as Jazzercise. Today, Jazzercise, Inc. earns \$100M annually from its fitness arm and another \$5M in apparel. As Founder and CEO, Sheppard Missett manages 125 employees and develops choreography for roughly 150 routine sets per year, while maintaining her rigorous class schedule.



Judi Sheppard Missett has been honored with many awards in her 50+ year career. From Presidential nods to business awards, her work in physical fitness and in supporting and uplifting women business owners has changed the landscape for women. Perhaps most notably, Judi and her Jazzercise instructors have raised nearly \$30M for various charities

THE HISTORY OF FITNESS:

over the years.

“The Gnarly 90s!”

During the 90’s there was an explosion of jobs for fitness professionals. Not only did the number of fitness job positions increase, but newly created career opportunities become available to those in the field. The financial success that health clubs experienced in the 80’s

The ERA of the 1990s

exercise science avenue and the park district centers included fitness activities for seniors and kids.

Universities not only built huge, state-of-the-art recreation complexes for students, many schools started to redesign their physical education curriculums to meet the changing environment. Colleges of Physical Education became the College of Kinesiology as the “Gym Teacher” became “Exercise Scientist.”

Cable TV & the “Prime-Time War”

The Gulf War or Operation Desert Storm as it is called lasted approximately one month but it was one of the most stressful eras that Americans had ever seen. With Iraqi President Saddam Hussein’s threat of chemical warfare and more than 500,000 Iraqi soldiers to back him up, Saddam invaded and occupied their neighboring country, Kuwait infuriating the West. President George H.W. Bush deployed US forces into Saudi Arabia and urged other countries to send their own forces to the scene. Several nations joined the coalition, forming the largest military alliance since World War II.

Operation Desert Shield, the build-up of troops in Saudi Arabia, was conducted from August 1990 to February 1991 and followed immediately by the combat phase, *Operation Desert Storm* conducted January 1991 to February 1991. This war was waged by coalition forces from 35 nations led by the United States against Iraq in response to Iraq's invasion and annexation of Kuwait.

The war was marked by the introduction of live news broadcasts from the front lines of the battle. "I recall coming home from work and, rather than turning on a ball game, would tune into the war and see what was being bombed today."

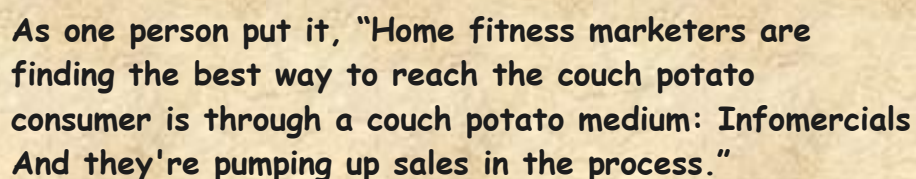
"Grungy Music & People"

Grunge, a subgenre of alternative rock emerged during the mid-1980s in the state of Washington, particularly in Seattle and nearby towns. The early grunge movement revolved around Seattle's independent record label Sub Pop and the region's underground music scene. By the early 1990s its popularity had spread, with grunge bands appearing in California, then emerging in other parts of the United States, building strong followings and signing major record deals. Grunge was commercially successful in the early to mid-1990s, due to releases such as *Nirvana's Nevermind*, *Pearl Jam's Ten*, *Soundgarden's Badmotorfinger* and *Stone Temple Pilots' Core*. The success of these bands boosted the popularity of alternative rock and made grunge the most popular form of rock music at the time.

During this time it seemed that many guys enjoyed having their pants hang off their butts as the '80s high fashion era went out the window. Also the TV characters of the day seemed to cherish the "who cares?" attitude. For example, Bart Simpson was okay with being an "Underachiever" and he was "Proud of It, Man." The top-rate sitcom had Roseanne Connor quite content in being fast, sassy, cynical and sarcastic.

Infomercials

"Infomercials proliferated in the United States after 1984 when the Federal Communications Commission eliminated regulations that were established in the 1950s and 1960s to govern the commercial content of television. Infomercials exploded in the mid-1990s with fitness, motivational and personal development products. When they first appeared, infomercials were most often scheduled in the United States and Canada during late-night/early morning hours. As stations have found value in airing them at other times, a large portion of infomercial spending occurs in the early morning, daytime, early prime and even prime time periods."



As one person put it, "Home fitness marketers are finding the best way to reach the couch potato consumer is through a couch potato medium: Infomercials And they're pumping up sales in the process."

The TRENDS of the 1990s

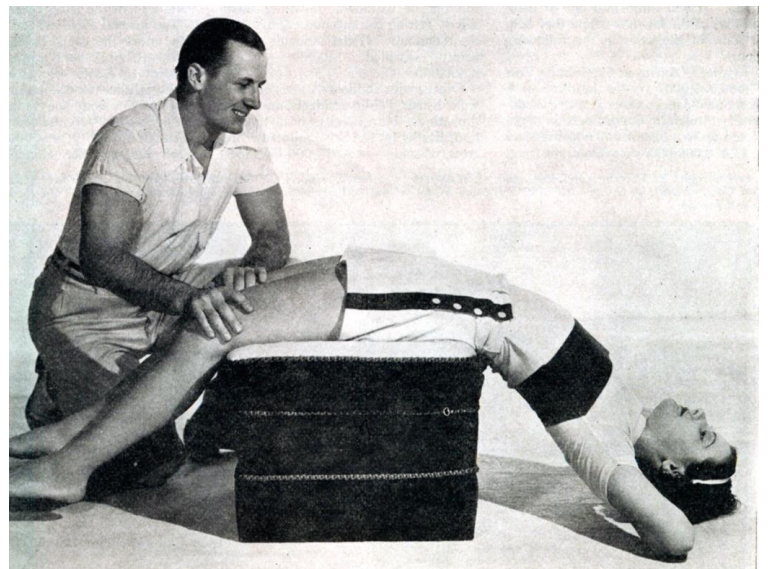
The Formal Formation of the Personal Training Industry

In the era of the '90s Personal Training Services expanded "*Beyond the Celebrity*" to the general public. In the 1980's (and before) personal training was typically reserved for executives, VIPs and other celebrities. In a 1984 article published in Muscle & Fitness magazine, author Armand Tanny proclaimed a *New Profession* and introduced, Brad Harris - Trainer of VIPs! Brad Harris (July 16, 1933 – November 7, 2017) was an American actor, stuntman and bodybuilder. He appeared in a variety of roles in over 50 films and as a trainer, helped many Hollywood VIPs get fit and look great.

Jackson Sousa was also a highly sought after celebrity trainer in the '80s with such Hollywood A-listers clients as; Nick Nolte, Rob Lowe, Demi Moore, Melanie Griffith and Kelly McGillis, to name a few and Jake "Body by Jake" Steinfeld got famous by training *Famous People*. In the late '80s Kathy Kaehler, a 2008 National Fitness Hall of Fame Inductee started her personal training career with several celebrity clients Kaehler' A-list clients include; Julia Roberts, Michelle Pfeiffer, Drew Barrymore, Cindy Crawford, Samuel L. Jackson and Kim Kardashian among many others.

Of course training Celebrities and other VIPs started well before the 1980s. Donald Loomis, nicknamed the "*Flesh Sculptor*" was the Physical Director for MGM Studios way back in the day. In the 1930s, Loomis let loose with some tips on how he was able to make all those movie stars look so utterly fabulous saying, "Symmetry is the objective of Hollywood body sculptors. For bust-reduction, Loomis has a simple formula: Jump up and down with no support. Exercise in which the arms are forced backward and forward horizontally are used to develop the upper chest."

In the early days, Dr. Paul C. Bragg, ND was the personal consultant on diet and physical fitness to some of Hollywood's greatest stars including, Douglass



DONALD LOOMIS *instructs Sandra Corday, beautiful Hollywood star, in how to perform the abdominal raise or sit-up, strengthening and reducing the abdomen and hips. From this position Sandra will sit up and bend forward until the elbows touch the knees.*

Did You Know? - "Mr. Loomis keep Beauties Beautiful." ~
Literary Digest Magazine ~ 1936

Fairbanks, Sr., Tom Mix, Gloria Swanson, Rudolph Valentio, Ethel Barrymore, Ruth Roland, Lon Chaney and many other public performers. Vince Gironda was also an early trainer of celebrities and in his book, *“How I Train the Movie Stars”* he introduces circuit training to “The Stars.”

“Training the Stars” was exciting for many but it wasn’t until Tony Little entered the personal training scene that personal training came “To The Masses.” Everyday People got to experience the benefits that could be had from hiring a Personal Trainer!

2006 NFHOF Inductee, Tony Little became an international fitness superstar in the 1990’s and is one of the most recognizable fitness celebrities today. Rather than choosing to train clients one-on-one, Tony chose the “One-on-Millions” philosophy. He did this by creating his *Target Training Video/DVD Series* which provided expert personal training to be performed in the convenience of the home. It was the first of its kind and helped the public appreciate the benefits of having a personal trainer and the affordability to do so.



**Did You Know? - Tony Little -
“America’s Personal Trainer” is universally
recognized as the creator of the
“Modern-Day Personal Training Industry.”**

The Certification of Personal Trainers

Health clubs surely helped the personal training profession during this time. In the 90’s they adopted the philosophy, “what was once free; is now a fee!” Yeah, that’s right! Personal training was originally a free benefit of health club membership. Trainers were called, *“Floor Personnel”* and were responsible for not only equipment orientation (showing how the equipment works) but also designing personalized programs, monitoring a member’s progress and providing follow-up recommendations usually after 4-6 weeks.

By the end of the 90’s the financial transfiguration was complete and standard personal training fees were in place at all but a few health clubs.

Certification became a requirement for employment in the fitness field during this era. Prior to the 90’s certification was not necessary to be a personal trainer or group exercise instructor however because of increasing liability issues it became mandatory.

"FITNESS FIRSTS" of the 1990s



Tony Little - 2006 NFHOF Inductee

1st to introduce "Personal Training to the Masses."

Nickname: "America's Personal Trainer"

Born: September 16, 1956

Place of Birth: Fremont, Ohio | Residence: St. Petersburg, FL

Tony believed in his idea and was determined to be successful. Armed with faith and confidence in his program, he drummed up his last spark of passion and drive, and went to find out what it would take to make an exercise television show where he could promote his one-on-one approach. A local cable

company told him that it would take at least \$15,000 to produce a limited local access program, so he started a company cleaning health clubs to raise the necessary capital. This show became a hit. Finally, in 1987, Tony met the President and Founder of *Home Shopping Network*, and they struck a deal. If Tony could sell 400 of his videos in four airings, then they could work together on other projects. It worked; Tony sold all 400 videos in four minutes! His success was due to the fact that he was the first person to spend the majority of the time on his video discussing motivational exercise technique along with muscle group information. Solid, sound advice became his trademark.

His devotion to helping others combined with his dynamic personality, energy levels beyond reality and personal before and after story have made Tony a favorite among both the public and the media as he continues to capture the attention of audiences worldwide. Without a doubt, Tony knows the formula for success. His life has been a painful one at times, but his attitude on overcoming obstacles is simple, "*Conceive, Believe and Achieve™*"

"Personal training has grown tremendously since I started training people back in the early 80's and it is great to see so many qualified individuals helping people get the results they seek. Whether it's better health, reduced weight or a sleek physique, the quality education and training that trainers now receive, provides them with the necessary skills to deliver better results for their clients. My success as a trainer has allowed me to launch my fitness career in many directions: From personal trainer to the masses to equipment designer; entrepreneur to television fitness personality. So to everyone involved in personal training, remember, 'You Can Do It!'" ~ Tony Little

THE HISTORY OF FITNESS:

The ERA of the 2000s

“The New Millennium”

The Coming Apocalypse - Doomsayers warned that the Millennium bug or simply Y2K was going to end civilization as we know it. They said that bank computers would crash, traffic lights, the power grid and airports would stop and that global chaos would occur. *“Chicken Little”* proclamations were coming from everywhere that included top level government officials.



Did You Know? - John Hamre, United States Deputy Secretary of Defense, said that “the Y2K problem is the electronic equivalent of the El Niño and there will be nasty surprises around the globe.”

Y2K related to the formatting and storage of calendar data for dates beginning in the year 2000. Because many programs represented four-digit years with only the final two digits it would make the year 2000 indistinguishable from 1900.

So what happened on January 1, 2000? Nothing! Actually there were few minor millennium bug problems that did occur and even fewer were reported.

After that calamity, George W. Bush won a very close presidential election over Al Gore and then on September 11, 2001 nation witnessed a major terrorist attack on the American mainland. The 9/11 attack by the Islamic extremist terrorists group, al Qaeda, targeted the World Trade Center and the Pentagon. Buildings were destroyed and thousands were killed and wounded.

President George W. Bush called for tougher tough security standards, including the creation the Transportation Security Administration (TSA) and the USA Patriot Act and ordered US troops to Afghanistan, to root out al Qaeda and stop the Taliban who were protecting the terrorists.

Technology exploded in the 2000s as Apple Computer debuted the iPod and cell phones got smarter, with the iPhone leading the way. Today, for many, it is unimaginable to be without a Smartphone. A 2015 study showed that over two-thirds of Americans own these devices which would surprise even Alexander Graham Bell.

The new Millennium also brought us the Internet, Social Media and “Reality TV” which would become part of everyone’s everyday life. Facebook, MySpace, Twitter, YouTube, Blogging were relatively unknown brands before the turn of the century but after the ball dropped in 2000 everyone knew their name!

“Pseudo-Reality TV”

Reality television exploded in the late 1990s and early 2000s. According to Wikipedia, “various channels have retooled themselves to focus on reality programs, most famously MTV, which began in 1981 as a music video pioneer, before switching to a nearly all-reality format in the early 2000s.”

The Biggest Loser was an American competition reality show that has run on NBC for 17 seasons, from 2004 to 2016. The show features obese or overweight contestants competing to win a cash prize by losing the highest percentage of weight relative to their initial weight.

The Biggest Loser has been fairly popular for some of its run, ranking among the top shows in the United States. As one person said, “I love seeing fat people succeed.”

Commander and Chief

Finally, by the end of the first decade of the new Millennium, President Barack Obama would find America in the worst economy since the Great Depression. The “Great Recession” of 2008/2009 was brought on by mortgage foreclosures due to bad sub-prime loans and it caused high unemployment. In addition the failure of many financial institutions and a stock market crash would take years to overcome. “But he did it!”



The TRENDS of the 2000s

New Group Exercise: Zumba, Tae-Bo & Boot Camps

Dance Aerobic was “OUT” and ZUMBA was “IN” during the 2000s. Zumba was created in the 1990s by Alberto "Beto" Pérez, a Colombian dancer and choreographer. Zumba involves Latin dance and aerobic elements as well as martial arts moves, squats, lunges and other aerobic techniques. It took a while for this exercise class to take-off but after a 2003 infomercial, Zumba gained tremendous momentum and an international following.

In the late 1990s, actor and martial arts champion, Billy Blanks created “Tae-Bo,” a program incorporating various martial arts moves, kicks and punches. Billy's innovative and exciting "Tae Bo" workout routine inspired other instructors to create similar kickboxing classes.

In addition to new indoor classes, out-door Boot Camps became popular choice for group exercise. At the same time Obstacle Course Races and Mud Runs began to show up everywhere. Said one competitor, “One certain thing about Mud Runs is they are all exciting and fun ways to spend a day racing your friends or against yourself.”

Did You Know? - The Eco-Challenge, created by Mark Burnett, was the first worldwide adventure race and is considered by many to have put the sport on the radar for athletes all over the world to aspire to compete in. From 1995 to 2002, the format was refined and tweaked in an attempt to make events more difficult, exciting and TV-friendly, in the process defining adventure racing as an entirely self-encompassing sport featuring a mix of multiple different disciplines.

Adventure races are some of the most grueling endurance events in the world. They require the use of various modes of transport such as running, map-reading/orienteering, kayaking, mountain biking, mountain climbing/rappelling, swimming, horseback riding, as well as tackling a host of obstacles both natural and man-made.

Finally the very popular fitness regimen, CrossFit which was founded by Greg Glassman and Lauren Jenai in 2000 and is promoted as both a physical exercise philosophy and also as a competitive fitness sport. CrossFit workouts incorporate elements from high-intensity interval training, Olympic weightlifting, plyometrics, powerlifting, gymnastics, girevoy sport, calisthenics, strongman, and other exercises.

High-Tech Training

In the 2000s, history repeats itself as “High-Tech Gadgets” were all the rage, again! In 1982, Polar® launched the first ever wearable “wire-free” heart rate monitor; the Sport Tester PE 2000. This heart rate monitor was comprised of two elements: a transmitter, worn on a chest strap, and a receiver. It would allow the user to monitor their training heart rate without having to stop exercising. Prior to that (in the 1960s) several companies produced “pedometers” to count the number of steps taken during a walk or jog. They were considerably more “low-techy” than today’s Fitbit®.

Fitbit® is an American company headquartered in San Francisco, California, known for activity trackers, wireless-enabled wearable technology devices that measure data such as the number of steps walked, heart rate, quality of sleep, steps climbed, and other personal metrics involved in fitness.

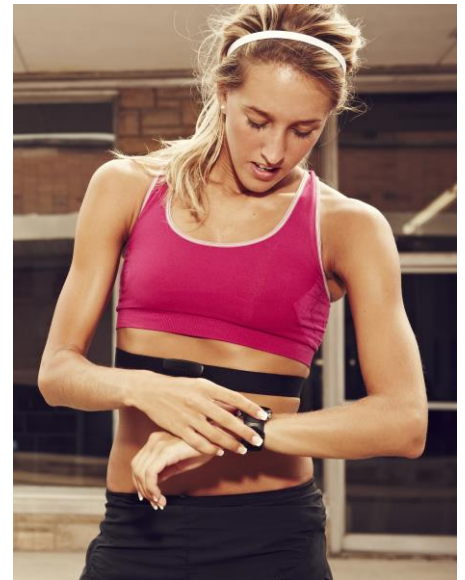
In 2007, the first product released was the Fitbit Tracker®. Fitbit® Founders, Eric and James, realized that sensors and wireless technology had advanced to a point where they could bring amazing experiences to fitness and health. They embarked on a journey to create a wearable product that would change the way we move.

The Fitbit Tracker® was a small black and teal device that could be clipped discreetly onto clothing and worn 24/7. It uses a three-dimensional accelerometer to sense user movement. The Tracker measures steps taken and combines it with user data to calculate distance walked, calories burned, floors climbed and activity duration and intensity.

In May 2013, Fitbit® released the Fitbit Flex®, the first Fitbit® tracker worn on the wrist. It tracks movement 24 hours a day, including sleep patterns. It has a simple display of 5 LED lights that indicate the progress toward the goal number of steps walked in a day and vibrates to indicate when the goal has been reached.

In Conclusion

I hope that you enjoyed this “highlight” sampling of the “History of Fitness” and that you learned to appreciate the Eras, Trends and Icons who helped “form fitness” as we know it today.



THE HISTORY OF FITNESS:

History of Fitness: Study Guide

Below are some of the most important things to know about “The History of Fitness.”

During the 1900s, many people faced illness due to infectious diseases.

President Theodore Roosevelt struggled with poor health in his youth but triumphed over his illness with regular exercise and became an advocate of the strenuous life. He encouraged US citizens to be physically active throughout their lives.

“Physical Culture” was the term used in the late 19th and early 20th centuries to describe “Fitness.”

One popular exercise class during the 1920s used Indian Clubs. Participants would perform a series of gracefully flowing moves with an Indian Club in each hand.

The Great Depression had a traumatic effect worldwide, leading to widespread unemployment and poverty, especially in the United States.

The physical educators of the day provided instruction on how to develop a strong and powerful body and help men create a “He-Man in the Mirror” persona. Most of these instructions came in the form of booklets and pamphlets which were sold through the mail

Paige Palmer hosted the first daily televised fitness-oriented television show in the United States. “The Paige Palmer Show” ran on WEWS-TV, Cleveland, Ohio from 1948 to 1973.

Health Spas emerged as big business during the 1950s with the economy being good. Vic Tanny, Jack LaLanne and Ray Wilson were major players in the Health Club business during this era.

“The Jack LaLanne Show” was the longest running television program devoted to exercise between 1951 & 1985.

In 1955, President Dwight D. Eisenhower received a shocking report that infuriated the Commander in Chief. The report presented grim statistics about the fitness levels of America’s youth. Eisenhower took immediate action and called for a meeting of all the top fitness experts of the day to develop a plan of attack to combat this issue.

The President’s Counsel on Youth Fitness was formed in 1956 to combat the problem.

In the 1960s, Isometric Training became popular again and was promoted as a fast and easy workout that anyone could do. An isometric exercise is a form of exercise involving the static contraction of a muscle

without any visible movement in the angle of the joint.

Defined as a form of trotting or running at a slow or leisurely pace, jogging starting in the 1960's but gained wide-spread popularity during the 1970's. In 1968, there were about 100,000 people jogging regularly. By 1978, the number of joggers increased to 27 million

The 1970's marked a time of radical change, as America was faced with numerous problems including: the Vietnam War, an oil crisis, sky-rocketing inflation, double digit mortgage rates, high unemployment and recreational drug use which combined, defined the era historically.

In the early 1970s the number of tennis players in the U.S. quadrupled. Tennis' surge in popularity came in part because of the success of American tennis stars, Chris Evert and Jimmy Connors. The #1-ranked players in the world were captivating the American public by their stellar play on the court and they inspired many to start swinging a racket!

Racquetball, which was invented by Joe Sobek in 1950, became very popular during the '70's. It was easier to learn than tennis and the courts were far less expensive for clubs to install, so it quickly became the "in" sport.

The ten years from 1980 to 1989 would give rise to a "Fitness Boom" unparalleled throughout American History.

In 1982, the Reebok Freestyle was the first athletic shoe designed for women. The shoe was made to accommodate aerobics workouts and was released during the height of the 1980s aerobics craze.

The invention of the video player in 1977, launched an entirely new fitness industry was created and the era of the *Video Workout* which exploded during the 80's.

During the 1980s television saw a resurgence of fitness shows with many new faces.

At the new Nautilus Fitness Centers of the '80s, you could get an entire full-body workout in less than 30 minutes by performing just one set of each exercise of the 12 revolutionary Nautilus machines.

During the 90's there was an explosion of jobs for fitness professionals.

Infomercials exploded in the mid-1990s with fitness and motivational products.

In the era of the 1990s, personal training services expanded "Beyond the Celebrity" to the general public. Tony Little – "America's Personal Trainer" is universally recognized as the creator of the "Modern-Day Personal Training Industry."

Prior to the 1990s, fitness trainers were called, "*Floor Personnel*" and were responsible for not only equipment orientation (showing how the equipment works) but also designing personalized programs, monitoring a member's progress and providing follow-up recommendations usually after 4-6 weeks.

Certification became a requirement for employment in the fitness field during the 1990s.

The group exercise class, Zumba involves Latin dance and aerobic elements as well as martial arts moves, squats, lunges and other aerobic techniques.

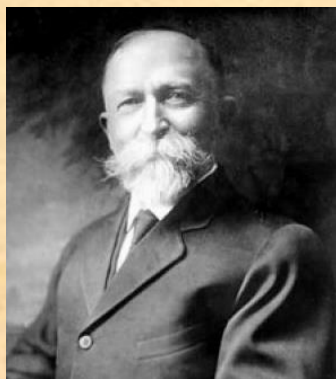
"Tae-Bo" is a program incorporating various martial arts moves, kicks and punches.

CrossFit workouts incorporate elements from high-intensity interval training, Olympic weightlifting, plyometrics, powerlifting, gymnastics, girevoy sport, calisthenics, strongman, and other exercises.

In the 2000s, "High-Tech Gadgets" like the Fitbit® activity tracker was very popular.

Make sure you study the 15 Fitness Firsts so that you can match their name with their "Famous 1st"

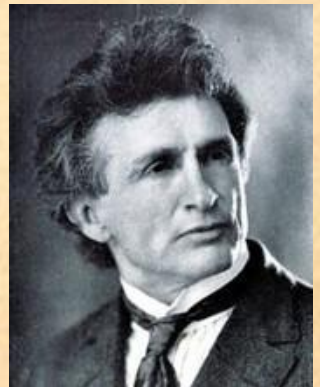
The National Fitness Hall of Fame's "15 Fitness Firsts"



Dr. J.H. Kellogg, MD



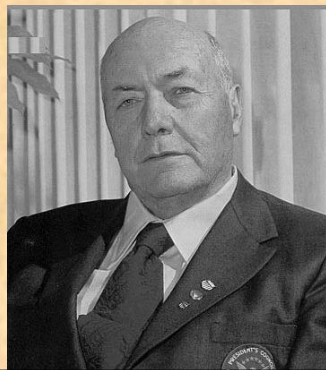
W.T. Rawleigh



Bernarr Macfadden



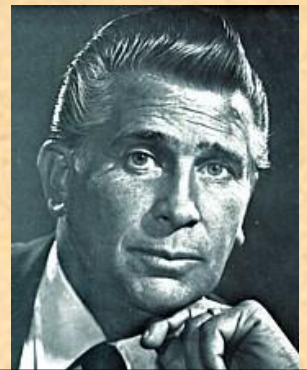
Joe Bonomo



Bob Hoffman



Dr. Paul C. Bragg, ND



Vic Tanny



Paige Palmer



Jack LaLanne



Bonnie Prudden



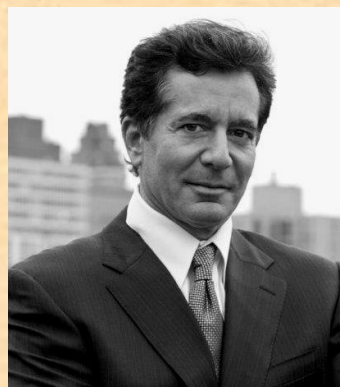
Bill Bowerman



Dr. Kenneth Cooper, MD



Judi Sheppard Missett



Gilad Janklowicz



Tony Little

The National Fitness Hall of Fame's "15 Fitness Firsts"

1876

Dr. J.H. Kellogg, MD – 2008 NFHOF Inductee
1st to promote wellness and the "Clean Living" movement.

1889

W.T. Rawleigh – 2018 NFHOF Inductee
1st to produce "Wellness" products in America

1899

Bernarr Macfadden – 2005 NFHOF Inductee – "The Father of Physical Culture"
1st to publish a national fitness magazine, "Physical Culture."

1924

Joe Bonomo – 2009 NFHOF Inductee – "The Hollywood Hero"
1st Fitness Celebrity in Hollywood.

1924

Bob Hoffman – 2005 NFHOF Inductee – "The Father of World Weightlifting"
1st to organize American weightlifting competitions.

1926

Dr. Paul C. Bragg, ND – 2005 NFHOF Inductee – "Father of the Health Movement in America" - 1st to open "Health Food Stores" in America

1939

Vic Tanny – 2005 NFHOF Inductee – "The King of the Health Clubs"
1st to create a "National Health Club Chain."

1948

Paige Palmer – 2018 NFHOF Inductee – "The First Lady of Fitness"
1st TV Fitness Celebrity (female)

1951

Jack LaLanne – 2005 NFHOF Inductee – "The Godfather of Fitness"
1st TV Fitness Celebrity (male)

1955

Bonnie Prudden – 2006 NFHOF Inductee
1st to promote "Kids Fitness" to the Nation.

1962

Bill Bowerman – 2018 NFHOF Inductee – "The Father of Jogging"
1st introduce jogging to America.

1966

Dr. Kenneth Cooper, MD - 2005 NFHOF Inductee – "The Father of Aerobics"
1st to coin the term "Aerobics."

1983

Judi Sheppard Missett – 2005 NFHOF Inductee
1st to create an international dance/exercise fitness franchise: "Jazzercise"

1983

Gilad Janklowicz – 2007 NFHOF Inductee – "Mr. Bodies in Motion"
1st to host a national television fitness show "on-location."
"Current record-holder for longest running TV Fitness Show ever!"

1992

Tony Little – 2006 NFHOF Inductee - "America's Personal Trainer"
1st to introduce "Personal Training to the Masses."
Creator of the "Modern-Day Personal Training Industry."



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