

# **A Genetically Average Joe's Journey To Building Muscle While Losing Fat**



By Doberman Dan  
Author of the "[Hyper Growth Muscle Mass Training](#)" Program

***Includes Rare Rheo Blair Special Report  
"The Protein Way Of Life"***

I remember when I first started making good gains from my bodybuilding program. I had struggled for years trying all the champs' routines that I read about in the muscle magazines, wasted bushels of money on bogus supplements, and still had very little muscle mass to show for all that work. After years of wasted time and effort I stumbled onto the secret of gaining muscle size and strength rapidly. (You'll see in my program "[Hyper Growth Muscle Mass Training](#)")

I was so ecstatic that I was finally making the gains that I had dreamed about, and people were making comments about how much bigger and better I looked. (Imagine how I felt when an attractive young lady grabbed my biceps with both hands and said, "Oh, your arms are soooo big!") Once I discovered the secret to getting bigger, I worked my guts out in the gym, was extremely disciplined in my eating habits, and made sure that I got plenty of rest so that I could continue making good gains. I had really earned *every ounce* of all that new muscle.



*Yup That's Me*

When Summer was right around the corner, I decided that I wanted to shed some of that extra body fat and start to get some definition to show off all this newly-acquired muscle.

**Guess where I turned to get my information on losing body fat?  
The same magazines and publications that had given me all the  
misinformation about building mass!**

All the champs and so-called health and fitness experts were saying the same thing for years: To lose fat you have to follow a low fat, high carbohydrate diet and do some form of aerobic exercise for thirty minutes, a minimum of three to four times a week.

Just because something is repeated over and over again for years does not necessarily mean it's the truth. A comment made by one of the genetically superior and heavy steroid-abusing bodybuilders is often taken as gospel. I have found that bodybuilding information is a little like incest.

All the so-called "experts" start parroting things that they have been told by the steroid champs...those things get passed along as the truth throughout all the

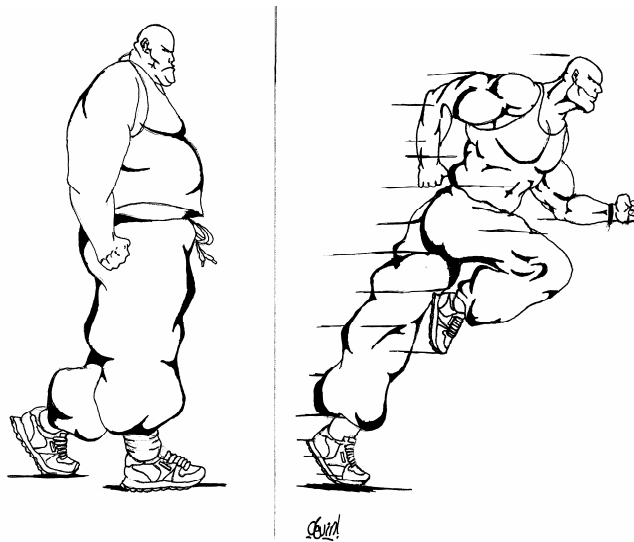
publication with repetition comes acceptance...and just like incest, pretty soon *everybody* gets stupid. I don't know why I thought that the same sources of information that had misled me about size and weight training would give me accurate information about fat loss for the "genetically average Joe".

So I started on my "accepted" fat loss/definition diet and training. The discipline I had learned from my size-gaining experience was shifted and applied to my new routine. I was going to follow the routine to the letter and lose that layer of fat while keeping all this new muscle, and dazzle everybody at the beach with my size and definition.

I can't describe how I felt after two months on this much-touted fat loss diet and routine. I lost weight alright...muscle weight! And guess what? My bodyfat percentage had changed very little. So after all this hard work and dieting, I had managed to lose a lot of that new muscle that I had fought so hard to gain, and my bodyfat percentage had stayed basically the same. *They lied to me again!!!*

I started on my search once more to find bodybuilding information for the "genetically average Joe" (the name I coined for the average trainer or hard-gainer). After years of searching, I had found a successful formula for packing on muscle size.

Now I had to find the blueprint that would allow a hard-gainer to lose bodyfat while building muscle. I knew where *not* to look for that information...the current crop of champion bodybuilders.



**Goal: From Genetically Average To Genetically Maximized!**

These guys know absolutely nothing about how a genetically average Joe should train or eat to grow bigger and lose fat. They have superior genetics and are also “chemically-assisted”. I knew that the source of information that I was looking for would have to be someone who was a genetically average Joe and had built an outstanding physique without drugs.

My research had exposed me to some information dating back to the fifties that had absolutely blown my mind.

**One of the most successful bodybuilding nutritionists of the fifties and sixties, Rheo Blair (formerly named Irvin Johnson), had transformed hard-gainers into championship physiques almost overnight...or at least it seemed that way.**

For years the pages of IronMan magazine were crammed full of articles about Rheo Blair and his numerous hard-gainer success stories. One of his more famous hard-gainer-to-champion students was Mr. Olympia, Larry Scott.



**Mr. Olympia Larry Scott**

Scott was the classic hard-gainer...skinny, long arms, narrow shoulders, and unable to gain weight. Scott transformed his physique and became the ideal that all the bodybuilders of the fifties and sixties wanted to emulate. Scott attributed much of his success to the bodybuilding information he learned from Rheo Blair and the Iron Guru, Vince Gironda. Larry was also using a secret formula every day that he obtained from Blair. (More info. on that later.)

**Doberman Dan Barks:** *You know what's strange is how things change over time and than either become accepted or come back in style. These guys were the fathers of bodybuilding and more specifically the founders of NATURAL bodybuilding. I couldn't imagine what they would think or say if they saw how the freakish and dare I say "too huge" top bodybuilders of today look.*

*I mean I want to grow muscle but I'd rather look like these guys than Ronnie Coleman or Jay Cutler. I know, I know I couldn't look like that if I tried, but that's my point. I think a lot of us feel the same way and would rather look like the pros from the 50s, 60s, and 70s before drug abuse got out of control. I'm not genetically gifted and even if I was I would rather look like Larry Scott pictured below. Okay I'm ranting, moving along now.*



Mr. America Larry Scott

It took a little digging to find information from Rheo Blair and Vince Gironda. Even though these guys had produced herds of great physiques, their training and diet methods started to get buried about the time that steroids were catching on in bodybuilding circles. As it frequently happens, researching Blair's and Gironda's methods led me to other sources of information which I reveal in the [Hyper Growth Muscle Mass Training](#) system.

Rheo Blair was a famous nutritionist. Health faddists, movie stars, celebrities and professional bodybuilders from around the country flocked to him for his expertise and his high quality protein products.

**All the great bodybuilders of the 50's, 60's and 70's (Arnold, Frank Zane, Larry Scott, etc.) followed this guy's advice and got in the biggest and best shape of their lives. He had the secret of achieving steroid-like results without drugs.**



**The Great Frank Zane**



Rheo rationalized that the highest quality protein in terms of supporting human growth and well-being would be found closer to home - in mother's milk. It is the food that has been honed by millions of years of evolution to nourish newborns and carry them through their most rapid period of growth. Plus, enzymes found in milk, such as colostrum and lactoferrin, were believed to have powerful immune system-enhancing properties. His famous protein powder was based on the amino acid ratios in mothers milk.

As Rheo Blair products began to fill the shelves of health food stores stories abounded of the amazing physical transformations he performed on hundreds of "hopeless cases," regularly turning 97-pound weaklings into strapping men by way of his protein and a vigorous volume-based weight training routine.

Similar results were being reported by even advanced bodybuilders on the Blair system. In an article in the May 1967 issue of Iron Man magazine a bodybuilder wrote, 'After being on Rheo's program for only three weeks, I made more gains than I had in the past six years. I put almost a half-inch on my arms. And after two months I [put on] almost 20 pounds [of pure muscle].'

Blair died an untimely death in the early 1980's, some say his protein powder was better then anything on the market today.

The following pages are a reprint of information originally type written by Rheo Blair. These pages were given to all of his students when starting on the Blair program.

**This information is Blair's personal recommendations to his students and is extremely rare.**

Freddy Linblad and myself were probably two of very few people to have this information. Since the passing of Freddy Linblad I thought the time appropriate to release these invaluable documents

Enjoy!

*Doberman Dan*

# **Rare Rheo Blair Special Nutrition Report**



**BLAIR'S PROTEIN WAY OF LIFE:**



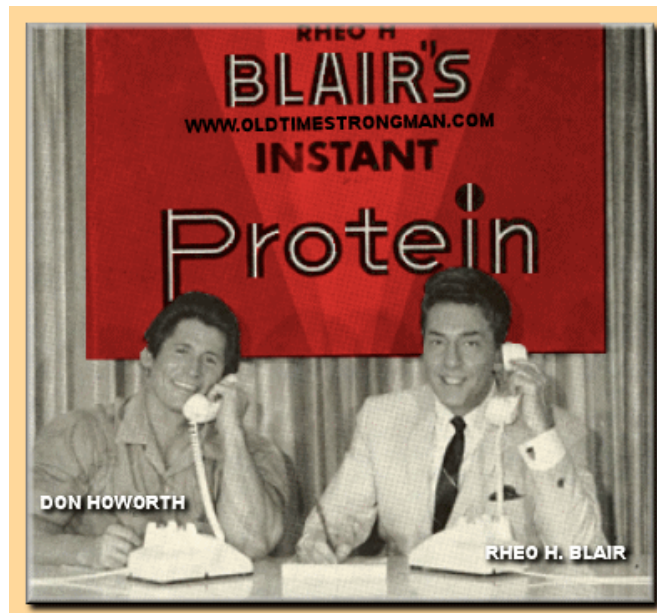
## How to mix the protein drink

A man normally uses the 1/3-cup measuring scoop filled level with Blair's Instant Protein (or the 1/4-cup scoop filled heaping) mixed with a glassful of liquid. A lady normally uses the 1/4-cup scoop filled level. Using the blender, a man mixes four of the 1/3-cup scoopfuls (same as one and one third cupfuls) to the quart; a lady uses four 1/4-cup scoopfuls, or a cupful, to the quart.

The 1/4-cup scoop filled level with protein equals approximately 18 grams of protein; mixed with a glassful of half-and-half it comes to about 26 grams. The 1/3-cup scoop filled level (or the 1/4-cup scoop filled heaping) yields about 24 grams of protein; mixed with a glassful of half-and-half it's approximately 32 grams of protein.

The preferred liquid for mixing the protein is half-and-half, and for a good reason. Nature seems to indicate that protein and fat should be taken in even balance. Milk with 3% protein is balanced with an equal amount of fat. Likewise eggs, meat, etc.

Blair's Instant Protein is extracted from milk and eggs without this normally occurring fat; both eggs and milk were defatted in processing. Whole milk is normally balanced by itself, so if we mix the protein with milk we throw off this natural balance. However, by mixing the protein with half whole milk and half heavy cream we restore some of the fat removed during processing and we achieve a product more normally balanced as to proportions of protein & fat.



Remember, you are not actually drinking half-and-half when you follow this suggestion. The protein with half-and-half makes a "milk" drink which is equivalent to whole milk in the balance of protein and fat. It is thick and creamy because it is concentrated.

The "half-and-half" sold by most dairies is not a true "one half" plus "one half" but it can be used. We prefer to mix our own, using one-half whole milk and one-half heavy (whipping) cream. We recommend using raw milk and raw cream if it is available.

Do not be alarmed that we suggest using cream, for cream is not necessarily fattening for all people. By eliminating from the diet the high carbohydrate foods (those high in starch and sugar) you may find the body uses fats for a superior source of energy. Fats in the diet often tend to burn off accumulated body fat.

This protein drink made with half-and-half is delicious and tasty, especially if you make sure that the milk and cream are VERY COLD!



## **Additions to the protein drink**

When you wish to flavor the mixture, you may add some vanilla or other favorite flavoring. Whatever flavoring you care to add, Blair's protein always tastes like melted ice cream. Notice that we offer three good flavorings (see Blair's order blank).

If you wish, you may add a raw egg or two to the glassful of protein drink to provide a higher biological value. A whole egg adds about six grams of protein. We recommend that you use the whole egg, both yolk and white, and fertile if possible.

When you wish to make the mixture thicker or more like an ice cream malt, try adding some ice milk cubes. Just put milk or half-and-half in the ice cube tray and freeze. Adding a few cubes to the blender mixture keeps it cold and improves both texture and taste.

For the addition of oils, see VARIATIONS on last page.

## **How to drink the protein drink**

The way you get this protein mixture into the stomach is important. Mistakes at this point can spell disappointing results. The protein drink is never to be gulped. It is to be sipped slowly. Some persons should take at least 30 minutes to get the glassful swallowed.

The same goes for milk, which ought always to be sipped slowly, taking fifteen minutes to sip a glassful. To make it easier, use a straw and pinch the end together. This puts milk into the stomach at the same rate a baby does, and that is the best way.

Now, we don't suggest sitting and looking at the drink for thirty minutes! Sip it slowly while you keep busy at other things like getting ready in the morning, working, studying, working out, etc.

You might do as Don Howorth does. First thing in the morning he would mix or pour the protein drink and start sipping. Then he'd shower and sip some more. After shaving, some more. After thirty minutes or so he's ready to sip the last and start the day's work.

This slow sipping is important. Many people I meet do not have the ability to digest foods as efficiently or to metabolize them as readily as they

should. Putting foods into the stomach slowly helps to handle them more efficiently.

The way you use water and other liquids can also influence digestive efficiency. Try to get at least eight glassfuls of liquid each day (including your protein drinks). But avoid taking large amounts of water with meals as this may seriously dilute the digestive juices.

Rather, sip water between feedings, taking one or two PEPTAIN HCL tablets to help maintain the level of stomach acids. If you are trying to gain weight, try sipping milk (with Peptain) between meals instead of water.



### **Take Smaller Feedings**

The protein drink makes a full meal; nothing else need be taken with it. It is important that we learn to take small feedings and to take them oftener. That is why we do not recommend three meals a day. Better to take protein snacks slowly all day long, in five or seven (or even ten) small feedings. This tends to encourage more efficient handling of our food. With this discipline we may possibly eat less in volume and still receive more real nourishment.

The stomach is normally the size of the two fists put together. When we are eating small meals, the stomach tends to shrink back to its normal size. For better handling of food, try never to fill the stomach more than 2/3 full. Take only the equivalent of a 6-or 8-ounce glassful in volume at a time.

You may wish to keep a pitcherful of the protein mixture in the refrigerator or carry a thermos so you can have protein available at all times. Sip

it as regularly as possible while working or studying. This can take the place of several of your meals or all of them, as you wish. By the way, our 5-cup plastic shaker is very handy to keep a supply of protein ready and sealed at all times.

Those just starting the high protein diet should use smaller amounts to begin with and gradually increase the daily intake over several weeks. This gives the body a chance to increase its efficiency in digestion and assimilation so that it can handle greater amounts of this important life-giving substance.

We have found that when one increases the protein intake he may want to decrease the amount of potatoes and bread and cereals, as well as of salads and vegetables in the diet. These other foods take a secondary place to protein and they should not be allowed to displace protein in the digestive tract.

We feel that some people can handle more protein and handle it more efficiently in the proper length of time when they include an appropriate amount of the protein digestant, Peptain HCL. How much should one use? The more protein, the more digestive assistance one may require. Again, a person's own digestive efficiency determines how much assistance he needs in order to handle protein in good amounts and in the proper length of time.

These busy days some people fall into the habit of missing meals. Some are just not hungry on rising, which could be due to eating too large an amount the evening before. In weight control, missing meals can be serious. Morning is the time the body needs protein more than any other time, after being without food for about twelve hours. It is important to provide protein of good quality early in the day. We feel that ideally never an hour should go by without some protein going into the stomach. Small amounts taken often - this is a valuable secret. But miss meals, never!!



## **How to swallow the capsules**

The supplements should never be used without food. Do NOT take them on an empty stomach. Always use them with food of some kind.

We find that nothing is better than the protein drink as a medium for getting the supplement capsules swallowed. Whatever supplements you are using should be taken along with your protein feedings and other meals. Just slip down the appropriate supplements for that time of day as you swallow the protein drink, some milk or the like.

It helps to hold the gelatin capsules in the mouth for a full minute (two are better) in order to soften them for quicker dispersion (emptying) in the stomach. Keep them moving or they'll stick together!

Some of us find it convenient to count out the portions of supplements ahead of time to avoid opening bottles so often. Some keep the portions in small cups or plastic bags, ready to use at the right time.

## **Using other foods**

As to other foods to use, try to concentrate on proteins, and avoid or eliminate altogether the starches and sugars (carbohydrates). Most Blair students soon learn the wisdom of using no grains, flours, cakes, pastries or the like. They don't use juices, honey or molasses because of their high sugar content. They use very little of fruits or vegetables. They avoid starch foods and sugar-bearing foods, feeling that such foods don't belong in a health-building diet.

For an evening meal we suggest a piece of beef, lamb or poultry. Perhaps a slice of tomato or raw onion, purely for seasoning purposes. Some cheese (cottage cheese, natural Swiss, cheddar) so as to include a calcium-bearing food to offset the phosphorus in the meat. Perhaps a tender heart of celery heaped high with cream cheese for something chewy. A half a devilled or hard-boiled egg. That should be plenty, unless you wish to include a sip or two of the protein drink or half a glassful of buttermilk. The meal must be small, though!

When you feel you simply must have some fruit or vegetable, the peach and the tomato have the least bulk and probably the lowest carbohydrate value and would therefore be the most innocent to use. Perhaps you could satisfy your craving with half a peeled apple.



Other foods we find compatible with the Blair program include sour cream, unflavored yogurt, buttermilk, acidophilus milk, custard, butter, margarine, mayonnaise.

## Fats slow digestion

As to the fat intake, that is up to the individual. We have some students who use a quart of heavy cream a day. Others simply can't because the extra fat tends to slow down the digestion so they are not handling enough protein to meet their needs. Again, some body-builders cannot make gains without a good amount of cream in the diet. By experimentation you may determine for yourself how much cream and other fats you wish to include in the diet.

# THE FAIREST AND THE FINEST

## A Complete Line of Superior Blair Food Supplements

You will notice that most of the Blair supplements come to you in easy-to-swallow form for quick dispersion and easy assimilation, not the common hard-coated and hard-to-digest tablets which may pass through the body without releasing their nutriments. And this in spite of the fact it costs three times as much to capsule as to tablet a formula!

Not only in this, but also in the very ingredients, Blair spares no expense, being motivated by a desire to provide quality and results rather than sales and quick money. This high quality and the fine results they give make Blair products the considered choice of more and more moving picture stars, physique stars and others who seek the best.



### BLAIR'S PROTEIN



**The Only Undenatured Protein on the Market**

Rheo H Blair's protein supplement has proved itself again and again until we know it's NUMBER ONE. Never again does anyone need to endure a protein that is disagreeable to taste. Now protein can be enjoyed — with delicious-tasting Blair's.

In the bodybuilding profession Rheo H Blair's physical fitness program has out-distanced them all. It has produced more champions than any other plan, by far!

As the champions and the stars say, "For your body's sake, get the BLAIR habit!"

Whether your goal is better appearance, or improved physical fitness — or building a title-winning physique! — Blair's INSTANT PROTEIN has what it takes to help you.

The finest ingredients from the lush farms of Wisconsin — eggs and milk — blended by our own \$100,000 special low-heat process, the finest equipment in the world, which prevents the de-naturing of those precious amino acids!

Your body deserves the finest: BLAIR'S from "the protein people"!

14-ounce tin \$4.95; 2 lbs. \$9.95; 4 lbs. \$18.00



**BLAIR'S B-COMPLEX**, beyond doubt the most advanced B-Complex formula available. Three capsules a day supply 1,695 milligrams of ALL the B-Complex vitamins in what we consider to be proper and balanced proportion. In easy-to-swallow capsules for quick dispersion in the stomach. 90 for \$6.50, 250 for \$16, 500 for \$30.

**BLAIR'S CHOLINE PLUS**, high in lipotropic factors. Two capsules contain 1,000 milligrams choline, 150 milligrams calcium pantothenate, 100 milligrams pyridoxin (B6), 250 milligrams inositol and 30 milligrams of para-aminobenzoic acid (PABA). Should be used with Blair's B-Complex to maintain balance. 100 capsules for \$5.50, 250 for \$13, 500 for \$25.



**BLAIR'S LIVER EXTRACT**, with 500 milligrams of liver fractions per capsule. Offered in free form for optimum utilization. Processed at low temperature. Tested salmonella free. Uniquely different, not to be confused with desiccated liver. 100 capsules \$4.50, 250 for \$10.50, 500 for \$20, 1,000 for \$38.

**BLAIR'S PEPTAIN HCL**, an efficient protein digestant especially compounded to assist in perfect protein breakdown. Guaranteed to be the most effective protein digestant on the market. Used with Blair's INSTANT PROTEIN by all Blair students. 100 tablets \$3, 250 for \$7, 500 for \$13.50, 1,000 for \$26.

### **A special note:**

We find there are some people whose intake of protein has been only 30 to 40 grams a day. Their bodies are not geared to handle the amount of protein they should be handling every day as a result of this continued low intake. Their dietary has instead included fruits, vegetables, salads, potatoes, breads, cereals, desserts and pastries. Such foods have displaced other and better foods containing important body-building amino acids.

These people find it helpful to use the product LACTAID to assist in digesting milk and milk proteins. Also recommended is our very efficient protein digestant, PEPTAIN HCL, for those who do not have the necessary digestive juices to handle proteins well.

People who have done fasting, who have used juice therapies, or who have lived on a vegetarian-type diet are apt as a result to endure a low protein intake. In some cases it has taken years to bring up the efficiency of their protein digestion. Blair himself was at one time a faster and a vegetarian. When he became interested in a better protein intake, it took years to build up his ability to handle the amount of protein needed to do a good job of rebuilding the body.

### **For weight watchers**

On a weight control regimen, you may find that protein helps keep the nutrition high. A good protein intake can avoid the deterioration of skin that often accompanies a reducing period.

Some find they enjoy mixing the protein with unsweetened grapefruit juice. Not with grape juice, which is too high in sugar. We might also suggest using orange juice or carrot juice.

For those who find that using the protein with half-and-half or with whole milk (or even with non-fat milk) tends to add unwanted weight, it is possible to mix the protein with a non-caloric (sugarless) non-cola bottled drink such as diet orange soda or Fresca. This proves to be a delightful way to take the protein and often helps control the weight problem. At the same time it provides good protein intake to prevent deterioration of skin tissue.

A raw egg and a teaspoonful of safflower oil can be added to the protein drink. Including the vegetable oils up to 20% of the total fat intake has been found helpful in some cases. Usually this amounts to about five teaspoonfuls a day. One should not use more than 20%, we feel, and one should be sure to

supplement the Vitamin E intake in order to prevent the peroxidation (rancidity) that the vegetable oils tend to produce within the body.

The Blair program as we recommend it proves to be very helpful to the weight watcher, because of the high protein intake for one thing, and because of the practice of taking smaller meals and eating more often.



The "Iron Guru" Vince Gironda was one of Blair's clients

## Variations

You need not use the protein in exactly the same way all the time. It is delightfully pleasant every way you mix it. There are many differences in biochemistry among individuals, so you may wish to experiment with various ways of mixing the protein drink to find what suits you best.

There are times when even a bodybuilder may wish to use the protein in skim milk (non-fat) in order to "lean up" for a contest. Again, there are times when one may wish to conserve more protein for tissue building and would therefore prefer using the protein in half-and-half.

At other times he may use the thinner half-and-half sold in stores or reduce the amount of cream in his home-made half-and-half mixture in order to help speed up the digestion of protein. Fats in the stomach tend to slow down the digestion.

At other times, one may use the protein in pure cream, with no milk at all! One pours cream into a bowl and stirs the protein powder into it, making a delightful pudding to be eaten with a spoon.

Also, one may vary the ways he uses the protein during the day. On going to bed, for instance, one may prefer to take the protein with whole milk, either hot or cold. For greater energy level during the day, one may start out with a breakfast of protein with half milk and half cream.

On days off from exercise, days of less energy output, one may use the protein with whole milk or with store half-and-half. Adjust it to your needs and preferences.

Bodybuilders and others with a weight problem or a tendency toward a smooth mid-section may find it helpful to add up to five teaspoonfuls of vegetable oils per day (like safflower oil, corn oil, cottonseed oil, peanut or walnut oil). But be sure to include at least 100 Intl. Units a day of Vitamin E to assure against the rancidity that develops when the body processes vegetable oils. Using the vegetable oils can cause a detrimental Vitamin E deficiency.

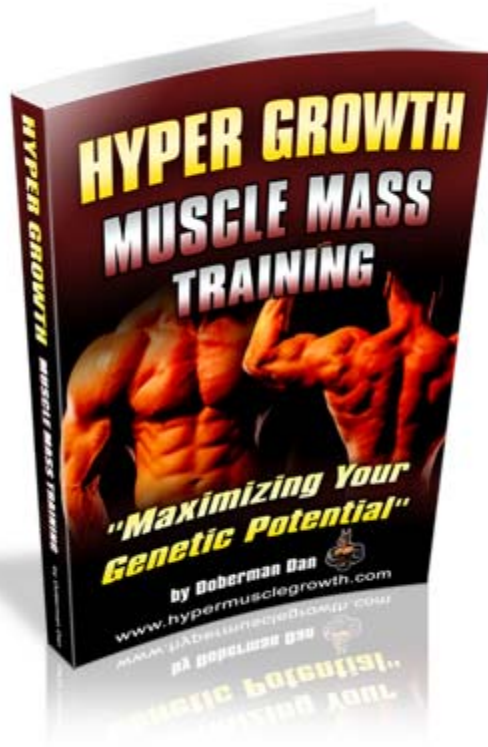
## **In summary**

- Sip, don't gulp! Take protein in small feedings. Eat oftener; take protein snacks all day long!
- Try to balance protein and fat intake.
- Swallow supplements always with food.
- Eliminate starches and sugars; don't skip meals!

**YOU are made of protein, so a protein diet builds YOU better.**

**Important Announcement - Next Page**





**The [Hyper Growth Muscle Mass Training](#) system....**

provides a new type of stimulus for massive muscle growth. The "Hyper-Growth Muscle Mass Training" course is innovative and cutting-edge and we've seen remarkable gains from it. This program is an extremely effective growth hormone stimulator and packs on mass, size and leans you out faster than you would've ever thought possible! This manual will show you...

- \* **Intensity and volume, how much is enough?**
- \* How to vary routines to continue to make big gains.
- \* **How to gain incredible power & size...FAST!**

**[FIND OUT MORE HERE!](#)**