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**Once Upon a Time, When Men Went Into Battle With a
Simple Bow and Arrow, They Needed A Way To Develop
The Super Strength Archery Required ... Their Methods
Will Give You Unimagined Power**

**Build amazing functional strength. Eliminate shoulder pain. Resist
submission holds with ease. Destroy your competition.**

by Matt Furey

Weakness is a crime. Injuries are a prison. And if you're weak AND injured at the same time - life totally sucks. I've been there. Maybe you have, too. That's why I believe that developing strong muscles, tendons and ligaments from every angle and direction is something no serious trainee overlooks. Weight training and weight lifting develop strength in several ways - but these activities limit you in terms of positions and angles. Bodyweight calisthenics allow you to train your body and develop strength in so many ways and from so many different directions it is poetically awe-inspiring. Take a look at pushups and you'll see what I mean.

You can do pushups from two chairs - you can do them from the stairs.

You can do them on hardwood floor - you can do them against a door.

You can do them on your fists - some try on their fingertips.

You can do them in the sand; there are others with one hand.

Gymnasts do pushups with a jump - wrestlers do them from their rumps.

**Handstand pushups aren't so easy - one arm Hindu pushups make you
queasy.**

Pushups are not ONE exercise - So train them hard and visualize.

Forgive me for the "poetry," but reading Dr. Seuss to my son each day has given me new

ideas. Ideas about training? No. Ideas about seeing things from a different perspective? Yessiree.

Which brings me to the subject of this letter: The European Strand Pulling Challenge. What I have to tell you is something you can etch in stone right now. And that is ... There are muscles all over your body that cannot be adequately trained with weights or with body weight calisthenics.

You may wonder, how do I know this? Good question. I'll answer by telling you about the shoulder injury I sustained from a combination of:

- a. wrestling
- b. the gymnastic rings
- c. throwing whip-like backhands

The injury sort of crept up on me. Thinking it was just a nagging annoyance, I kept on. Then, in December of 1999, a day after giving a seminar in Philadelphia, I could barely lift my right arm. In fact, the only way I COULD move it was by grabbing beneath the elbow with my left hand and pushing it where I wanted it to go.

I gave it a rest for a week and it felt a bit better, and so, even though I couldn't use the arm too well, I kept on wrestling, thinking I would eventually get over it. A month later, I stopped wrestling for two months to let it heal. Sure, it got better during that time - but it was still weak.

Whenever I thought I was much better, I would try some Hindu pushups. It would feel okay for awhile, but then, after a couple days, I was back to agony again. Through a combination of deep tissue massage and herbs, the shoulder would feel much better - but because the pain came back when I trained, I feared that my Hindu pushup days were over.

Six months ago I purchased Lifeline USA's Power Pushup2 - a device you put behind your back to add rubber cable resistance that goes up to 300 pounds. I'm not sure why I ordered it. If my shoulder hurt doing a regular pushup, how would it get better from those with rubber cables? But get better it did.

What I discovered was this: The shaking of the muscles that occurs while using the Power Pushup2 strengthens the stabilizing muscles of the shoulder in a way that cannot be duplicated with weights or with bodyweight calisthenics (minus the rubber cables). Within a few days of using the Lifeline device, my shoulder felt amazingly better. It couldn't be - but it was true. I worked on Hindu pushups and other exercises to test my shoulder, and I passed with flying colors. No pain while doing them. No pain the next day. Next on the agenda was my attempt to do bodyweight exercises like pullups and bridging gymnastics, that I had not been able to do from the time the injury reached epic pain. What I discovered was this: My shoulder was not only weak on those exercises, but it hurt, too.

I was faced with another problem. How could I develop strength throughout the entire shoulder region? In fact, how could I develop shoulder strength in any imaginable direction? If there was a direction - EVEN JUST ONE DIRECTION - in which my shoulder hurt, I wanted a solution.

I spoke on the phone with Lifeline CEO Bobby Hinds about this. He recommended a rubber cable Chest Expander that the company just came out with. Willing to give anything a try, I had him send me one.

When I started using the Chest Expander, I was in for a major shock. It was hard, hard, HARD work pulling on those cables. I quickly realized what I told you earlier. Remember???? Well, just in case you forgot, it was There are muscles all over your body that cannot be adequately trained with weights or with body weight calisthenics.

When I used the Chest Expander, I got the same cable-and-muscle-shaking feeling I got from the Power Pushup2. But now, I was getting it from every angle and direction I could think of. Every time I pulled on those cables I found another weak link in the chain - another set of muscles that I couldn't hit from the other exercises I had been practicing.



I called Kim Wood, strength coach for the NFL's Cincinnati Bengals. Kim is not only a good friend ... but he has a collection of old-time strength and health books that goes back well over 100 years. Kim was the one who originally told me to meet with Karl Gotch and learn all the body weight calisthenics and catch wrestling knowledge he had, before they became lost forever.

Kim's knowledge of strength training history is vast indeed, and the first thing he said when I told him about the Chest Expander was, "A lot of it originated in Europe, especially England. They call it 'Strand Pulling' over there, and they even have world championships and contests in it ... even today. Let me send you some old-time courses I have on it."

When I received the information Kim sent me I could not believe my eyes. Before receiving the old courses, I knew about seven ways to use the Chest Expander. Now I know dozens and dozens. Take a look at the following list of exercises - most of which will be featured on "The European Strand-Pulling Challenge" video and see how many you know how to do:

36 Strand Pulling Exercises

1. **Overhead Downward Pull - Knuckles In**
2. **Overhead Downward Pull - Knuckles Out**
3. **Two Arms Lateral Raise - Front**
4. **Two Arms Lateral Raise - Back**
5. **Right & Left Arm Front Chest Pull Anyhow**
6. **Two Arms Front Chest Pull at Attention**
7. **Right & Left Arm Military Press - Behind Back**
8. **Two Arms Back Press at Attention**
9. **Dislocation at Attention**
10. **Two Arms Press from Behind Neck**
11. **Two Arms Front Chest Pull Anyhow**
12. **Two Arms Upward Front Chest Pull - Feet apart**
13. **Two Arms Back Press Anyhow**
14. **Dislocation Anyhow**
15. **Right and Left Arm Upward Push Anyhow**
16. **Right and Left Arm Front Chest Pull - Erect**

17. **One Arm Curl**
18. **One Arm Reverse Curl**
19. **One Arm Forward Raise - Elbow Locked**
20. **One Arm Tricep Pressup - Behind Back**
21. **Lying on Back, Above Head Expand With Deep Breathing**
22. **Seated Front Expander While Lowering Torso to Ground**
23. **Seated Expander (Behind Shoulders) While Lowering Torso to Ground**
24. **Lying Expander with Leg Lifts**
25. **Lower Back Stretch With Front Chest Pull**
26. **Front Chest Expander With Inward Wrist Curl**
27. **Standing Leg Pulldown**
28. **One Arm Clean With One Foot In Loop**
29. **One Arm Snatch With One Foot In Loop**
30. **One Arm High Pull**
31. **One Arm Cross Body Row**
32. **Lying One Leg Press**
33. **Lying Leg Expander**
34. **Lying One Leg Extension**
35. **Lying One Leg Curl**
36. **Lying One Hip and Leg Pushdown**

Now that's an impressive list, isn't it? I realize that when most people think of a Chest Expander, they think of a device that works the arms and shoulders. And I also realize that the old chest expanders were a bit cumbersome. They had wooden handles and steel springs, and when you used them with your shirt off, the damn springs would catch your skin and pinch it off. Ouch. The cables were all the same strength and changing them was a chore.

Well, everything you didn't like about the old-time Chest Expander has been eliminated. And everything you will like about it has been added.

Let me give you an example of what I mean:

- The Lifeline Chest Expander has soft handles. This is good for two reasons: 1. You can grip the handles better.
2. You can slide your feet into them and work your legs as well as your upper body.
- It also comes with rubber cables. This is good because you don't have to worry about pinching your skin with steel.
- It has nine different levels of resistance. This means that once you're able to do the exercises with one set of cables, you can upgrade to a harder set.
- The cables are easy to attach or detach.
- The cables can be used by young kids, as well as men and women of any age.
- It is light enough and portable enough that you can take it with you wherever you go. This is great for those who travel a lot. And it's good for coach potatoes - who can use the Chest Expander while watching television.
- Most importantly, with the Lifeline Chest Expander you will build functional strength and power in ways that you can't with weights or with bodyweight calisthenics.

Am I saying that you should give up weights or bodyweight calisthenics? Of course not. I do

my Combat Conditioning exercises everyday. But I'm no dummy. If I see something, no matter what it is, and I realize that it can help me, I get it. The Chest Expander definitely falls into this category.

And my case, I'm glad I got one because I have added a whole new level of functional strength to my training. Such as

- On my so-called bad shoulder, I can crank out one-arm pushups like nothing.
- On my left shoulder, my so-called weaker side, I can do one-arm Hindu pushups. Now let me tell you, a one-arm Hindu pushup is big time hard work.
- Pullups don't cause me pain anymore and are significantly easier.
- Gymnastic bridging is much easier. I no longer feel like I'm ripping my shoulder apart when I try.
- Best of all, in my wrestling training, my strength in resisting holds has gone up by a long shot.

"Matt,

Just a quick note to say "Thanks" for the chest expander cables. I have only done two weeks' workouts with them so far, but the results on several levels are beyond words. I tried doing the Royal Court on the same day as the cables, but forget it-no way :) My right shoulder no longer "clicks", my lower back is no longer throbbing after a workout and my right knee feels a lot more stable. What can I say except a big "Thanks" ? Also, I find that my bridging has improved. You are definitely right about the cables hitting all sorts of muscles that weights and callisthenics miss.

It is amazing that strand pulling appears to be so little known in the USA. Here (I am an Irishman), it died a little during the days of Arnold Schwarzenegger, but is now on the rise again in Ireland, UK and Germany. Also, I tried that Russian Kettlebell program and it is nothing compared to these strands. I not only get stronger on this program, but I don't get the injuries that the KB program gave me."

Raymond Brennan

(A VERY satisfied customer)

nafs65@hotmail.com

"Matt,

In just one week of using the chest expander everyday I can't believe what a difference they have made! I didn't realize just how weak my left shoulder had become following the shoulder surgery I had 2 1/2 years ago. Even though I had been through the physical therapy rehab and had been doing all kinds of different pushups and weight lifts I could barely pull the teal chest expander with only two cables attached. But in just one week I've moved up to the purple chest expander with two cables and man do my shoulder and back feel good! I'm pushing each day to do more with no additional pain and the lingering shoulder and upper back pain that I've had to deal with is diminishing with each passing day!"

Tony Jones

"I wish I knew about your Strands before I spent \$600, on a bench and 420lbs of wts. Great product, I have your tape, and all the strands. Now I am selling my wts. and bench (Powertec). Safe, no muscle soreness, accept, from the usual burn, and most of all no pain on the eccentric movement. I am 44, I am a P.E. & H Teacher, and coach Track & Field, and I have intergrating your Strands in the wt. room. Of cause all the muscle heads at first told me, you have to be kidding, well after trying your strands they are believers. By the way some guys on the football team couldn't do # 5&6 Strand, and some cornerbacks not even #4."

Nick Pignato

Whippany N.J.

Even with all of the above said, you might be wondering: How does the Chest Expander give you functional strength? Well, I've already told you about the shaking resistance your stabilizer muscles get from using strands ... but there is something more. Before I tell you though, you should know that use of the Chest Expander, even in what I consider to be its inferior version, was a hallmark of almost all of the old-time European and American strongmen.

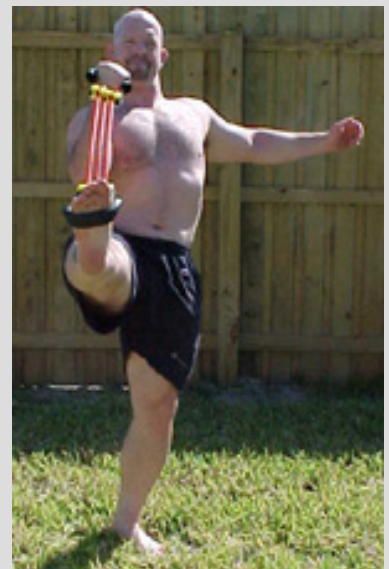
The Chest Expander was popularized in the late 19th century by German strongman Eugen Sandow, who used it in his performances and made it a household word. In fact, Karl Gotch has one of the Sandow chest expanders from Europe. It must be 75 years old and his model has detachable hand grippers as well.

The Chest Expander was used by the Mighty Atom (Joseph Greenstein). It was used by Thomas Inch, Earle Liederman, Joe Bonomo and great wrestlers like Stanislaus Zbysko. I cannot say for sure whether Martin "Farmer" Burns and Frank Gotch used it, but I'm betting they did, simply because Burns set up a cable pulley system at Gotch's training quarters. And other old-time wrestlers like Joe Stecher, as well as old-time boxers like Rocky Marciano, used cable pulleys as well.

Alright, I've teased you enough. Remember how I told you I was going to give you "the other reason" why strand pulling is so effective in building functional strength and power? Well, below, in quotes, are the words of Syd Devis, who retired as the undefeated World's Champion Strand Puller, and later wrote a course entitled, "All About Strand Pulling."

"It is capable of exercising the human frame in an infinite number of ways. No muscular group need be neglected. Its use tone the whole body up to an excellent state of fitness. Whether the desire be for strength, increase of body-bulk, or the attainment of physical proportions approaching perfection, the employment of the expander can supply the answer. It is also extremely valuable as an apparatus for the removal of physical disabilities, as it lends itself admirably to curative exercises."

"The construction and nature of the strand itself closely approximates that of the human muscle. Muscle consists of a great number of muscular fibres that have the property of contraction and extension. The elastic "base" of a strand is fundamentally similar. In using strands for exercise, it follows that muscles are being exercised against the resistance of "muscle-like" apparatus; in other words, the employment of an expander is the closest approach that can be made to applying one man's strength against another's. This means that strand-pulling is a natural form of exercise, and as such has an immediate appeal that other forms of apparatus must lack. To use an expander is like pitting one's strength against another's, and almost engenders a feeling of rivalry!"



If these words don't have you all fired up yet, then take a look at something else the champion strand-puller wrote:

".... the expander is a natural development from the use of the bow in archery The action of stretching a bow is precisely similar to that of extending an expander; it ought to be for there can be little doubt that the expander has developed from the bow... Any bow demands a certain degree of strength to extend it and dispatch an arrow, and some of the more powerful types of bow demanded almost super-human strength. The extension of some bows became a trial of strength, and men would pride themselves on their prowess when they successfully extended a famous bow... There is no doubt that bowmen exercised continually to increase their power, and it is reasonable to suppose that they employed a range of bows enabling them to increase the strength and resistance afforded until they were ultimately able fully to stretch a most powerful bow. "

So there you have it. The history and reasoning behind the use of strand-pulling. When you think about how strong the Chest Expander can make you ... and when you think about how it can rehabilitate stubborn injuries, you'd probably figure on paying \$75 to \$100 to get one. In the ads for the old-time Chest Expanders in the early 1900's, it was common to see a price tag of \$5. That was a lot of money back then. Today, based on inflation, you don't have to pay nearly that much.

In fact, one Lifeline Chest Expander is only \$15 plus S&H. I, however, have all 9 variations in levels, so that I can quickly change from exercise to exercise without having to change cables on one expander. It's kind of like "running the rack" with dumbbells. It's easier to grab another set of dumbbells than it is to change them after each set.

Order all 9 levels of chest expanders and I'll throw in my new video, "The European Strand Pulling Challenge" absolutely FREE (a \$39.95 value). This



Order all 9 Chest Expanders and get the European Strand-Pulling Challenge Video absolutely FREE!!!

**video is essential.
Don't just "wing it"
with your expander.
Learn how to do all
the various strand
pulls used in
contests in Europe,
with proper form.
Doing them
correctly will build
your body into that
of a super-human.**

This video will eliminate all guess work, giving you the time-tested and proven methods for developing incredible functional strength and power.

European Strand-Pulling Challenge Instructional Video - \$39.95 plus \$6 S&H U.S.

Please Note: To order the Chest Expander(s) call Lifeline USA at 1 800 553 6633. We no longer ship this item ourselves as we'd need a warehouse the size of a football field to keep up. Lifeline has that warehouse and they can keep up.

Be sure to specify which color of strands (cables) you want with your expander. The ideal choice for men beginning on the chest expander is magenta; for women it would be purple.

We send out the *European Strand-Pulling Challenge Video* so please don't ask Lifeline about it.

For your trouble, I have prepared a special report I want to send you entitled, "**The Seven Best Bodyweight Exercises of ALL Times**". In order to receive this report, make sure you tell Lifeline that you heard about the Chest Expander from me (MATT FUREY).

Remember, when you order All Nine Chest Expanders, you get the European Strand-Pulling Challenge Video FREE!!!. But make sure to tell them where you heard about it.

[Order the Chest Expander from Lifeline USA](#) Or call them at 800-553-6633. Visa, MC accepted.

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