

Bernarr MacFadden's First book, 'Strong Eyes, How Weak Eyes May Be Strengthened and Spectacles Discarded'. 1901.

He states that reading eyeglasses and all glasses, plus and minus destroy the eyes health, are addictive, lead to more vision impairment, stronger eyeglass lenses.

In this first book he was against reading fine print. Some of his teachings were incorrect, the opposite of Dr. Bates training, but his book contains many effective practices and poetry.

After he met Ophthalmologist Bates and was trained in the Bates Method he changed his opinion on fine print and other subjects.

MacFadden and Dr. Bates wrote a book, eyesight improvement course; 'Strengthening The Eyes', A New Course In Scientific Eye Training In 28 Lessons. 1918. They advertised in MacFadden's Physical Culture Magazine.

In Dr. Bates 1919-1920-1940 book 'Perfect Sight Without Glasses' and his 1919-1930 'Better Eyesight Magazine' he teaches how to read fine print to produce clear eyesight without glasses. Many cases of his patients achieving perfect vision, permanent removal of glasses are recorded. All treatment done without glasses.

## STRONG EYES

HOW WEAK EYES MAY BE  
STRENGTHENED AND SPEC-  
TACLES DISCARDED.



BY

BERNARR MACFADDEN  
EDITOR OF "PHYSICAL CULTURE," and  
"WOMAN'S PHYSICAL DEVELOPMENT."  
AND AUTHOR OF "VIRILE POWERS OF SUPERB MANHOOD,"  
"STRENGTH FROM EATING," "NEW HAIR CULTURE,"  
"ATHLETES CONQUEST," ETC., ETC.



COPYRIGHTED 1901

—BY—

BERNARR MACFADDEN IN U. S. A.  
ENTERED AT STATIONER'S HALL, LONDON, ENGLAND.  
ALL RIGHTS RESERVED.



PUBLISHED BY THE  
PHYSICAL CULTURE PUBLISHING CO.,  
TOWNSEND BUILDING, 25th ST. & BROADWAY, NEW YORK, U. S. A.

Another important cause of crippled eyes is the use of glasses in order to read. They should be removed, invariably when not reading—in fact, should be worn as little as possible at all times. Eyes that are born defective, short-sighted, long-sighted, astigmatic, instead of being treated by rational, constitutional methods, both of hygiene and massage, are supplied with glasses. While this method temporarily relieves the inconvenience resulting from defective vision, it simply intensifies and makes chronic the defect in the end. The reason for this is plain. Under these abnormal conditions the blood is usually deficient in

the elements essential to the proper nourishment of the eye, and glasses are absolutely the worst remedy that can be adopted. Take the arm, for instance, and decrease the efforts required of the muscles and as a consequence the flow of blood to them decreases. The arm grows smaller and weaker day by day. Identically the same condition exists in the eyes. After glasses of a certain character are worn for a while, it becomes as difficult to see with them as it formerly was to see without them. The blood is not of proper quality or perhaps does not properly circulate through the tissues and nervous system of the eyes. They grow gradually

weaker. If the cause of your trouble is not removed glasses of still greater power must finally be used. Like one who is a slave to stimulants, the quantity or strength must be continually increased to bring about similar effects. Thus is the end defeated by the means employed and the defect that was to be remedied, if not made worse, is always made chronic by this false theory of treatment.

Among the numerous complications induced by the wearing of spectacles may be mentioned one which, though of interest to all, is of especial importance to women.

Spectacles destroy the beauty and expression of the eyes. Imagine Helen of Troy with glasses. Put spectacles on the Venus of Milo or the Apollo Belvedere! What could be more ridiculous? Spectacles lessen the power of the eyes to portray character, they take away the force and ardor from spoken words.

There is no excuse in the great majority of cases, for the wearing of glasses at all. Proper attention to the methods here presented for strengthening the eyes will in every instance ultimately bring about satisfactory results, though it would be well to remember that improvement must not be expected

in a day or two, or even in a week or two. In some instances a slight improvement may be noted in a few days, but ordinarily it will take at least a month of persistent treatment to show a decided change for the better.



# STRENGTHENING THE EYES

*—A New Course in  
Scientific Eye Training  
in 28 Lessons*



*By*  
BERNARR MACFADDEN  
*and*  
WILLIAM H. BATES M.D.

*Published by*  
Physical Culture Publishing Company  
*New York*