



# IRON GAME HISTORY



THE JOURNAL OF PHYSICAL CULTURE

Volume 10 Number 3

August 2008

## Weiders Formalize Second Million Dollar Gift: Also Pledge Rare Artifacts to Museum

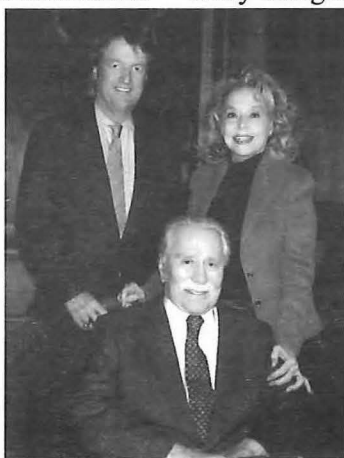
Three years ago, we announced that Joe and Betty Weider had established a million dollar endowment at the University of Texas in support of our physical culture collection. Shortly thereafter, Joe told us that if we could convince the University to provide the space to build a permanent home for our collection he would give us additional funds as well as many of his rare paintings and sculptures so they could be displayed and shared with the world. Accordingly, when we convinced a prominent Texas foundation to provide 3.5 million dollars to UT in 2006, the University established the H.J. Lutchter Stark Center for Physical Culture and Sports. At that point we began to discuss with Joe how his additional gifts would allow us to create a museum devoted entirely to the many aspects of physical culture.

These discussions resulted in a formal pledge from the Joe Weider Foundation and Weider Enterprises of an additional million dollars as well as at least 25 rare artifacts and a number of books and photographs. We also received the first \$400,000 of that pledge, which will be completed by July of 2010. To say we are grateful for these gifts is an understatement. For one thing, the additional funds will help with a great many things which will benefit our work, such as staffing, museum displays, theater construction, photo galleries, and interactive museum sites. The artifacts and related items,

however, are gifts from the heart. For Joe and Betty to share these unique paintings and sculptures speaks more eloquently than money can of Joe's personal commitment to the Iron Game and of his and Betty's understanding that in order to plan wisely for the future fitness of our nation we need to contemplate the past.

These artifacts have been personally selected and acquired by Joe and Betty over many years and displayed in the Weider Building in Woodland Hills, which Betty designed and which Joe has used for decades as the Command Center of his publishing and business empires. We lack the words to adequately thank them for what they have done. The artifacts include such treasures as the originals of the bronze sculptures Joe commissioned of Eugen Sandow, Louis Cyr, and Arthur Saxon; the painting of Joe by Boris Vallejo; a Renaissance-era bronze sculpture of two wrestlers; a large bronze of a circus strongman; a bronze bust of a mature Eugen Sandow; a life-size bronze by Robert Berks of Vic Tanny's upper body; the seven larger-than-life-size paintings by Tom Beecham of the early Mr. Olympias; and the imposing, 1889 oil painting by Aubrey Hunt of Eugen Sandow as a gladiator.

What the University of Texas will do, in response to the generosity of the Weiders, is to put their names on what will become known around the world as



**In January of 2008, University of Texas President William A. Powers visited with Joe and Betty Weider in their Woodland Hills offices to tour their building and to thank them for their support of the Todd-McLean Collection and for their stated intention of providing additional support.**

The Joe and Betty Weider Museum of Physical Culture.

The Weider Museum will contain a number of individual areas devoted to such subjects as Muscle Beach; Historic Gyms, featuring a recreation of the Professor Attila-Sig Klein studios; the Myth of Musclebinding and the Rise of Strength Coaching; Anti-Aging; Fitness on TV; a gallery in which to showcase revolving photographic exhibits from the collections of Peary Rader, Joe Weider, Ottley Coulter, and other photo archives; a theater; a professional strongman tent; Muscles in the Movies; Physical Culture Art; The Dream of Transformation, featuring "Before and After" photos; and a Gallery of

Greats.

As I have written in the past, Jan and I could never have assembled the collection that forms the basis of the Stark Center for Physical Culture and Sports or raised the funds to build the Center without the help of people like Joe and Betty Weider. We have done what we can do, personally, and we will continue to do so for as long as we're able to contribute to the support and the work of the Center. But we're just two people, and our dreams are larger than our pocketbooks. However, with friends like Joe and Betty Weider these dreams will soon come true.

—Terry Todd

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*Iron Game History* is published by the McLean Sports History Fellowship at the University of Texas at Austin, under the auspices of the H. J. Lutzer Stark Center for Physical Culture and Sports. U.S. subscription rate: \$25.00 per four issues, \$40.00 per eight issues. McLean Fellowship subscriptions \$55.00 per eight issues; Patron subscriptions \$100.00 per eight issues. Canada & overseas subscriptions: \$30.00 per four issues and \$45.00 per eight issues. U.S. funds only. See page 36 for further details. Address all correspondence and subscription requests to: *Iron Game History*, Anna Hiss Gym #22, The University of Texas, Austin, Texas 78712. Telephone: 512-471-4890. Back issues are available through our website, by contacting IGH at the address below, or via email. Jan Todd's email: j.todd@mail.utexas.edu; Terry Todd's email: terrytodd@mail.utexas.edu. Subscriptions/Kim Beckwith's email: beckfish@peoplepc.com. *Iron Game History* is a non-profit enterprise.

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Postmaster: Send address corrections to: IGH, Anna Hiss Gym #22, University of Texas, Austin, Texas 78712.

(ISSN 1069-7276)

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