

# Steve Reeves

# HERCULES

## Cookbook

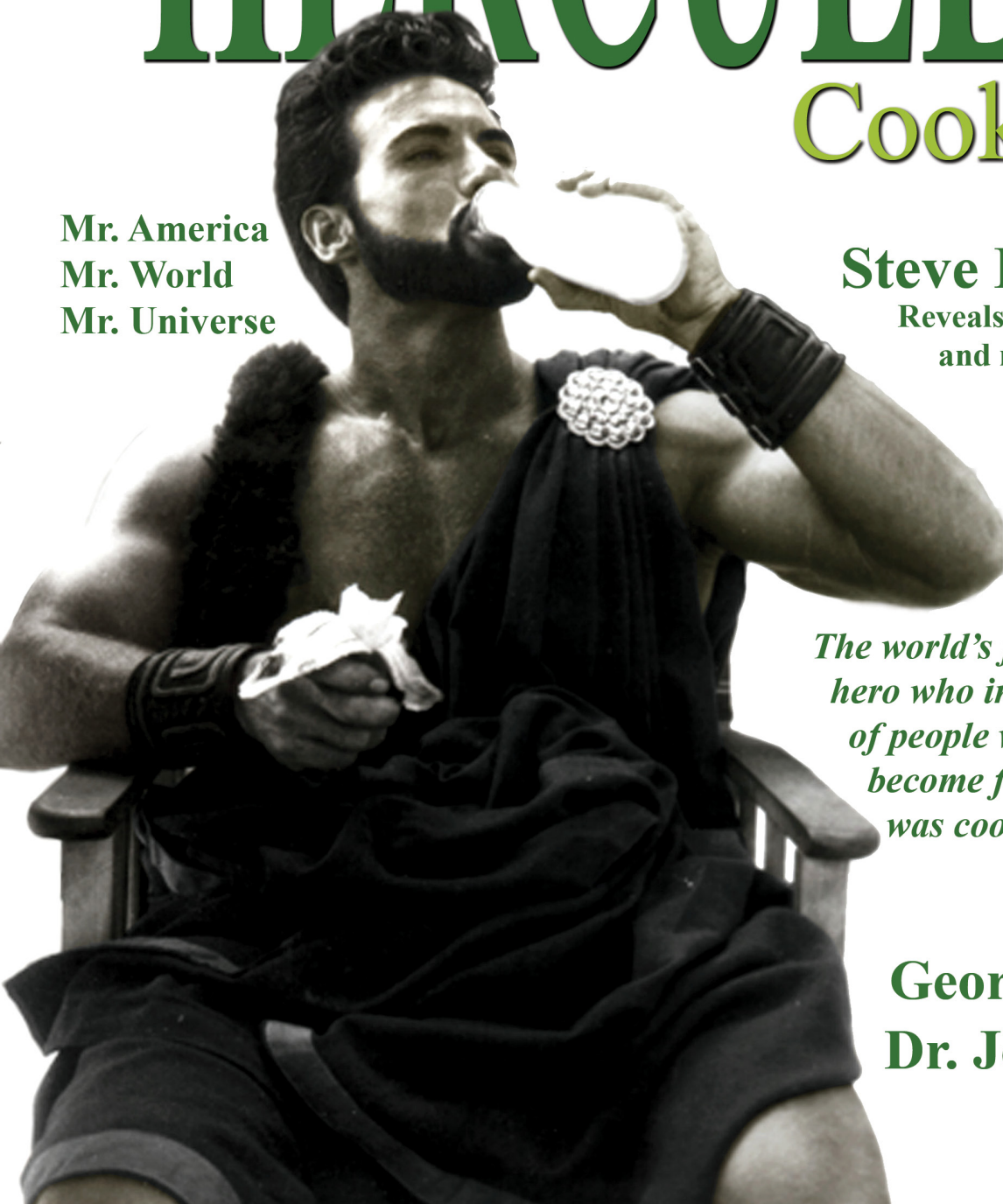
Mr. America  
Mr. World  
Mr. Universe

**Steve Reeves**

Reveals his food recipes  
and nutritional secrets

*The world's first film action  
hero who inspired millions  
of people worldwide to  
become fit, before fitness  
was cool!*

**George Helmer**  
**Dr. Joe Vitale**





Steve Reeves  
**HERCULES**  
Cookbook

George Helmer  
Dr. Joe Vitale

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Steve Reeves - The Actor

# Foreword

Steve Reeves was Hercules. He was fit, healthy, strong, and oh so impressive looking. He had the perfect physique and kept it on and off the screen. He was able to turn heads, draw crowds, and win awards. He became a bodybuilding legend and a movie star. And he did it with mental focus, right exercise, and nutrition.

You'll learn about his mindset for success in the next book. You can read about his exercise ideas in *Building the Classic Physique-the Natural Way*. But until now, nothing revealed his eating habits. What did Hercules eat to build the body of a lifetime?

As it turns out, Reeves knew diet and nutrition. His recipes were designed to build a body that was healthy and fit. And he used the same dietary guidelines on the movie screen as he did on the bodybuilding stage. He didn't ingest steroids. He didn't go nuts in the kitchen. He was a natural bodybuilder. And he ate wisely and naturally to look that way.

This is the first book to explore and reveal the Hercules approach to fitness. It's based on sound ideas that have stood the test of time. The photos enrich the book and make it a collectible. But the wisdom is in the recipes. Steve Reeves knew how to get fit through food. This book reveals how he did it.

I've been a fan of Reeves for well over a decade. I have his gym, his car, and his clothes – but not his body. I don't have the genetics to be over six feet tall. But I can be healthier and stronger, and so can you. I can achieve my fitness goals and so can you. What Reeves did to improve his body is something we both can do.

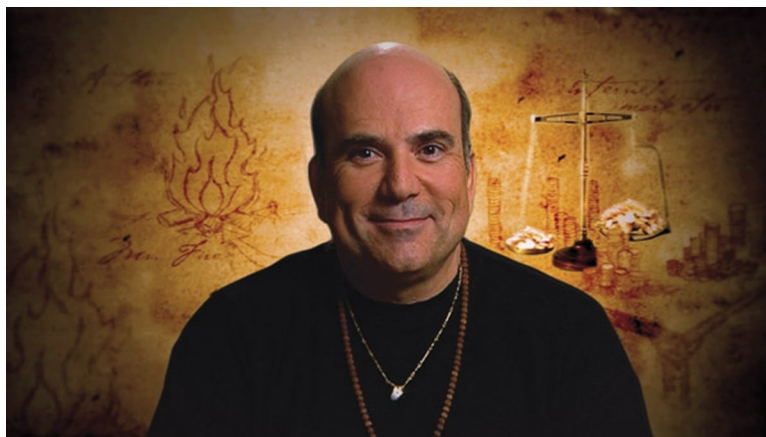
Today's health nuts can take a lesson or two from the greatest bodybuilder of all time – Hercules himself – and it all begins with the next page.

To Your Radiant Health,

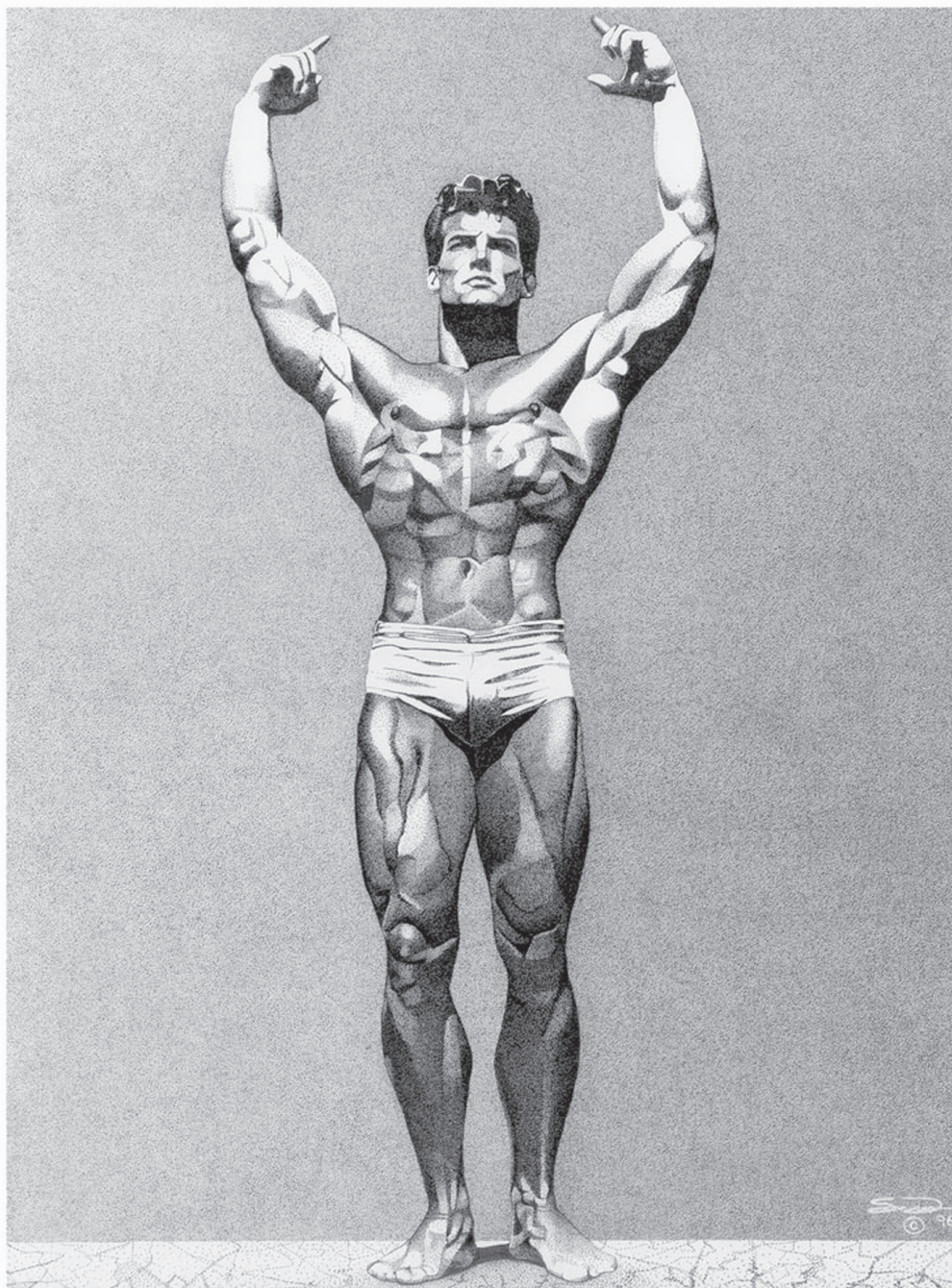
Stay Strong,

Joe Vitale

[www.mrfire.com](http://www.mrfire.com)







Art work by Mark San Juan. The original photo of this pose is called “Perfection In The Clouds” taken by Tony Lanza in 1947.

# Acknowledgements

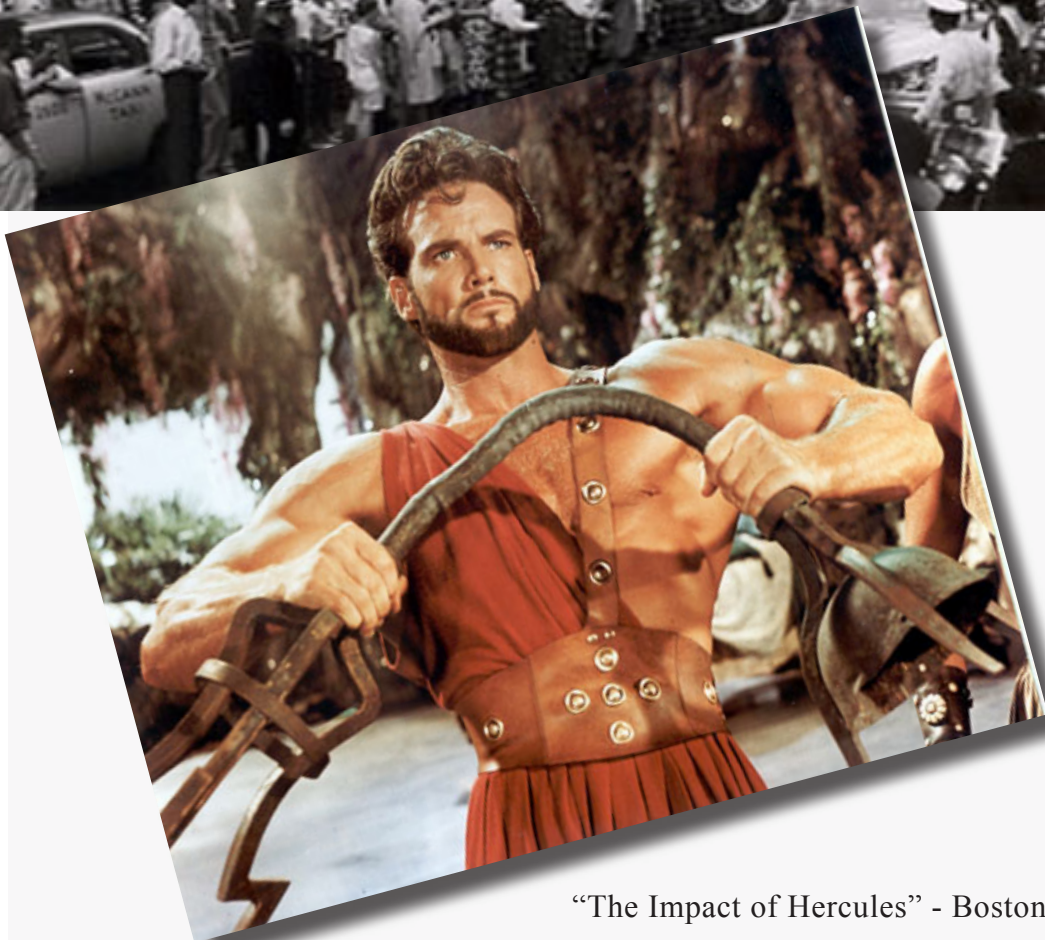
I would like to thank my family, especially my wife Cejay, because without her, none of this would have happened. In addition to putting up with me, she continually puts in endless hours to keep everything going well at Steve Reeves International. I also appreciate the help from my two great girls, Kira and Mariah, top athletes in their own fields and overall wonderful young people that I love dearly; my close friend Dave Dowling, who has written some great books about Steve Reeves' and has helped at many Reeves events and given more than I could ever have imagined. A special thanks goes to John Little. John helped Steve and me with writing the Building the Classic Physique book and also helped launch the Steve Reeves International Society with his Flex Magazine article on Steve's early workout routine; Aline Reeves, Steve's wife who gave me great insight into Steve; my friend Joe Vitale, who I co-authored this book with. In this last year alone, Joe has purchased a few major Steve Reeves' items and has spent thousands of dollars preserving and restoring Steve's personal items. A big debt of appreciation is also extended to Deborah Stewart, Steve's former living companion, for supplying the ranch menu cards and preserving Steve's history; Sandra Smith (Schakel) Steve's first wife, for supplying the menu items during their marriage. Sandra and Steve had that very special relationship and were in each others thoughts at the end of Steve's life. Sandra is a very special person, and we still talk for many hours about Steve and their time together.

## Special Acknowledgement

To the parents of Steve Reeves, Lester and Goldie Reeves, who passed on their great genetics and teachings to create one of the greatest individuals who has walked this planet - Thank you.







“The Impact of Hercules” - Boston 1959

## Introduction by George Helmer



I always get asked about what Steve's favorite foods and meals were, and in this book I will answer those questions and much more. The recipes are taken from Steve's home recipe cards, which contain his favorite foods and how they were prepared. Some information came from personal interviews I did with Steve, personal observations, and talking with those who were close to Steve. We'll go over his bodybuilding, movie and ranching years, which cover the majority of his life. It is important to know that Steve changed his diet as he changed his fitness levels, always making sure that he balanced his food consumption to what he was using in energy. This is not a dietary book but a book that contains many of his favorite meals and recipes.





Photo of Steve with actress Bo Derek at Steve's ranch training in 1982. Steve and Bo's husband, John Derek, were friends and filmed in Italy about the same time.



## Steve Reeves - HERCULES

In 1957, Steve Reeves starred in the film *Hercules* that became a box office hit and worldwide phenomenon. He delivered what the film going public wanted to see: great looks, lots of muscle and what only Steve Reeves could deliver, perfect symmetry. Just 15 years earlier, he was just a thin teenager, ready to enter the physical culture realm. Steve, in that one film inspired millions of people worldwide to start training and eating for health. Today Steve Reeves' name still inspires millions of people around the globe, and he is considered one of the greatest bodybuilders ever. And he did it with all natural foods.





Steve at his Oakland, California family home in the late 1950s on a visit to see his mother after filming "Hercules."

# **Fitness and Bodybuilding Awards and Achievements**

Here are some of the major awards and achievements that Steve Reeves accumulated over his lifetime as it relates to bodybuilding and fitness:

President's Council on Physical Fitness Award was presented to Steve for his outstanding and significant contributions to Fitness and Sport. It was presented by Captain James A. Lovell, Apollo Astronaut for the White House.

Major bodybuilding titles\* won by Steve Reeves.

- 1946 Mr. Pacific Coast
- 1947 Mr. Western America
- 1947 Mr. America
- 1948 Mr. World
- 1950 Mr. Universe

\* These titles were won long before the drug era in bodybuilding. It was also years ahead of the mainstream fitness craze. You had to have a passion for good health, strong body, and a very disciplined mind-set.

Inventor/Creator of PowerWalking, a system designed to walk your way into great shape.

Authored books:

PowerWalking  
Building the Classic Physique- the Natural Way  
Dynamic Muscle Building





Steve and Sylva Koscina in a scene from "Hercules"

## Goldie Reeves Dietician

It all started during the bleak months that followed Lester Reeves (Steve Reeves' father) death in 1927. A tragic ranching accident took Lester's life. Goldie, Steve's mother, was coping as best she could. She had no money but gathered the courage to make some profound changes in hers and her son's lives.

With toddler Steve in tow, Goldie packed their belongings and headed for Scoby, Montana, where Goldie's family lived on a ranch. During this time, she lived with her family while searching for employment throughout the Scoby Montana area. There just were not any jobs available in such a small town as Scoby, during the depression era. When Goldie's church friends got wind of her plight, they pooled their funds together and gave her enough money to move to Great Falls, Montana. Great Falls is approximately 380 miles southwest of Scoby, where jobs were more plentiful. Soon, after arriving in Great Falls, Goldie secured a job as a cook at the renowned Rainbow Hotel.

Goldie gained a reputation as a really great cook and was offered a position as the personal cook for Dr. Enock M. Porter, one of Great Falls's most prominent physicians and Chairman of the State Board of Health. After several years of being employed by Dr. Porter, she was ready to make another major move. Early in 1936, one of Goldie's closest friends from the Rainbow Hotel, Frances Chamberlain, moved to Oakland, California, to the community of Oak Knoll. Frances, who Goldie had known since her late teens, tried hard to convince Goldie that there were many more employment opportunities for her in Northern California than in Great Falls. Goldie was convinced and decided to make the move.

Arriving in Oakland, she found that jobs were not as plentiful as she was told. The best job she could find was as a cook for a wealthy family in Napa, located in California's picturesque wine country. She continued cooking for the next year and lived in Napa while Steve stayed with the Chamberlains. The following year Goldie remarried and settled in Oakland, California with Steve and her new husband.

Now armed with nutritional skills she picked up while employed by Dr. Porter and cooking skills over the past many years, Goldie would be considered a dietitian in today's world. This knowledge enabled her to give Steve the very best in nutrition and foods, which was key to supporting his bodybuilding efforts.





From the movie "Athena". Steve in lower left with Jane Powell and Debbie Reynolds on same side of table upper left.

## Reeves on Food and Nutrition

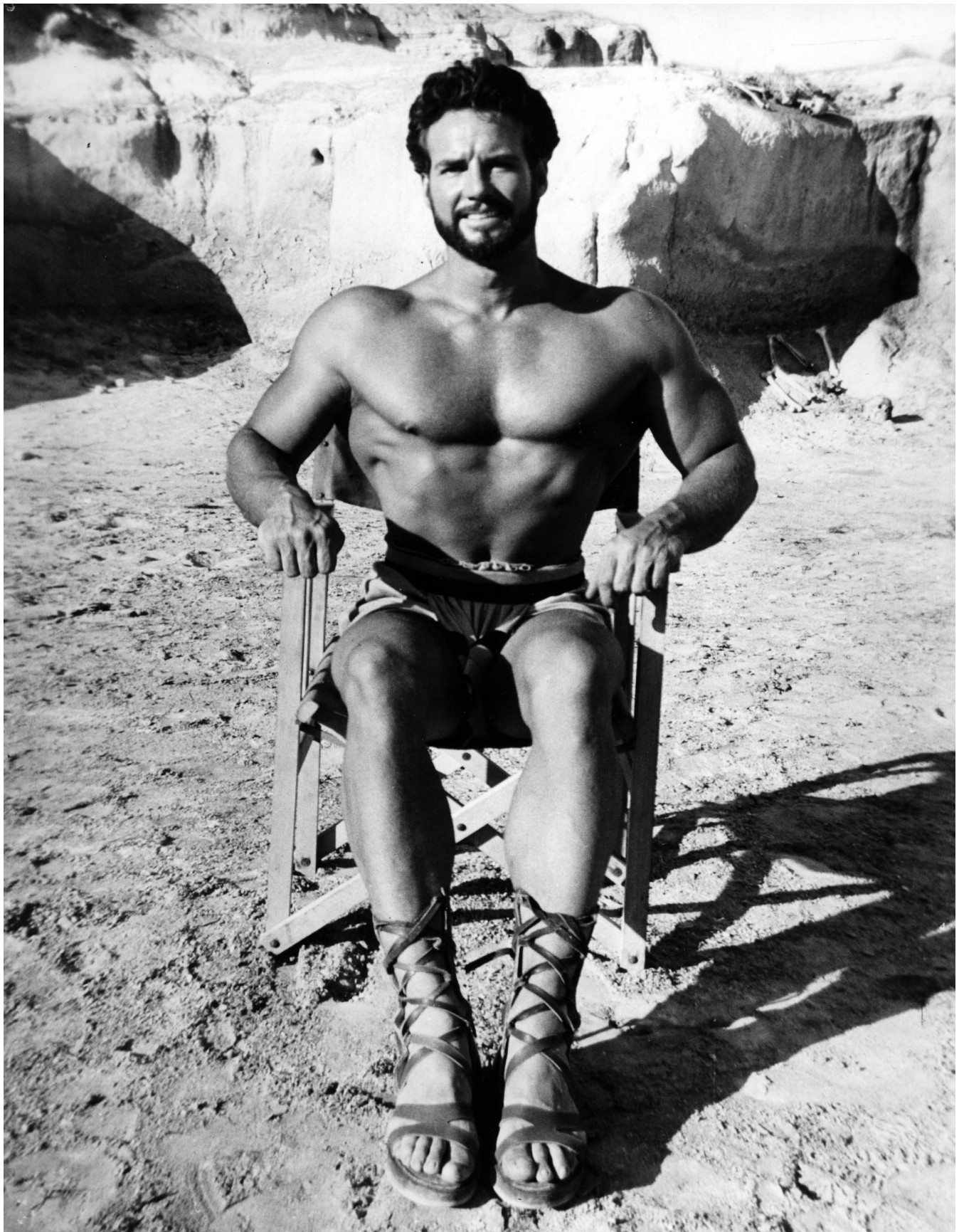
Steve learned from his mother, Ed Yarick (Steve's trainer), publications of various types, and others in his field to become an expert on diet and nutrition himself. He used his body as his laboratory for what was needed to stay healthy and support his bodybuilding efforts. When Steve saw results from his training and the foods he was eating, he would incorporate those foods and training techniques into his bodybuilding programs. If something wasn't working for him, then he would eliminate it. He understood the relationship between what he was eating and the effects it had on his body. If he wanted to have strong bones and healthy teeth, he would incorporate Vitamin D into his food group to support those areas. If he wanted muscle, he would eat lean meats which put the protein into his diet. The late bodybuilding trainer, Vince Gironda believed that bodybuilding was 80 percent nutrition and 20 percent training. Notwithstanding the percentages, anyone would get the message about the importance of nutrition in bodybuilding.

Steve was an avid reader with great retention and would read everything he could. He had a small but great collection of books at his ranch. Subjects such as diet and nutrition, bodybuilding, fitness training, ranching, horses and cattle were all there. Whatever he was interested in, he would read and do the research and become the expert.

One story comes to mind about what perceptions people have about Steve's passions or interests. When talking with a group of equestrian people, they would tell you that Steve was much more interested in the equestrian area than any area. People interested in the film industry would say that he liked the film industry more than any other areas, and bodybuilders would say it was the bodybuilding that Steve truly loved. The truth is that Steve was the master of everything he undertook, no matter what it was he enjoyed them all. When he talked to each group they could see his passion for what they were interested in and they knew they were talking with an expert on their subject. This is why, they thought that Steve was most passionate about their field. The one thing that really supported all of those activities was his nutrition and diet knowledge. Without good health he would not have been able to do any of those activities that he undertook. That's why he always placed diet and nutrition at the forefront of any activity, no matter what he was doing.

Steve had beliefs about "many Everything". He would say, "Be passionate for what you do but, don't become fanatical, and you will enjoy your life much more." When looking at his advice as it relates to food, Steve would occasionally eat a particular food he was craving, even if it wasn't the healthiest on the planet, he just didn't over do it. Case in point was coffee or something sweet. The first time George Helmer saw Steve drink a cup of coffee he just about fell off his chair. This also related to other foods or a glass of wine or a beer. From George's extensive research and being around Steve for many years, he believed Steve eat ate healthy 98 percent of the time. He would change his diet and eating habits from time to time, depending on what he was doing. Bodybuilding takes a higher caloric intake because of the energy you need to do extreme levels of exercise. Each activity has a different level of how many calories you're going to be using. Steve would make adjustments to those levels by adjusting his diet and intake.







## Gayelord Hauser

While writing the *Hercules Cookbook* and reviewing our vast collection of Reeves writings and historical information, we came across three Hauser books and reviewed them. The first book was *Diet Does it* the second *Gayelord Hauser Treasury of Secrets* and the last was the book *Look Younger, Live Longer*. Remembering some of our conversations with Steve while we were writing the book *Building The Classic Physique – The Natural Way* he told us of a book that he really liked: Hauser's book *Diet Does It*, which Steve read sometime in 1944.

Since the 1920s, Gayelord was a pioneer in what he called scientific eating. Hauser found a following among thousands of Americans who wanted to know more about good nutrition and the foods they were eating. He moved to Hollywood, California and I guess one could say that he had the first Hollywood Diet plan. Gayelord Hauser was born Helmut Eugen Benjamin Gellert Hauser on May 18, 1895 in Tübingen Germany.

He promoted the values of wonder foods such as yogurt, brewers yeast, skim milk, wheat germ and blackstrap molasses. Hauser suggested that people should avoid foods such as white bread and sugar, which was met with great resistance from the manufacture of those products.

By age 16, Steve had developed an excellent understanding of foods and nutrition from various sources, including books, magazines, his mother, personal trainer Ed Yarick and now the Hauser book. Steve underlined many passages in the book *Diet Does it* which We will share with you. If you have a chance, locate one of these books for yourself and read the passages.

On page 30 of the book, bottom half of the page Steve underlined, the benefits of B vitamins and also underlined B1, B2, B6, Niacin Amide, and Pantothenic Acid. Over on page 31, under foods he underlined foods that contained these vitamins such as liver, wheat germ, dried brewers yeast, blackstrap molasses, unrefined grains, nuts, dry soya beans, lentils and peas. Then on page 35, Steve underlined Vitamin C and its effects on the body, first 5 lines of the page. Bones and teeth were always important to Steve and he underlined the part about Vitamin D and its effects on your health and on relaxing your nerves. Another underlined passage is on page 39, where Hauser talked about Vitamin E and eating foods such as wheat germ, carrots, egg yolks, nuts, lettuce and tomatoes that all contain Vitamin E. After reviewing the Gayelord books, One can see where Steve received some of his information on nutrition and some of his eating habits.



HERCULES 1959

# Army Days

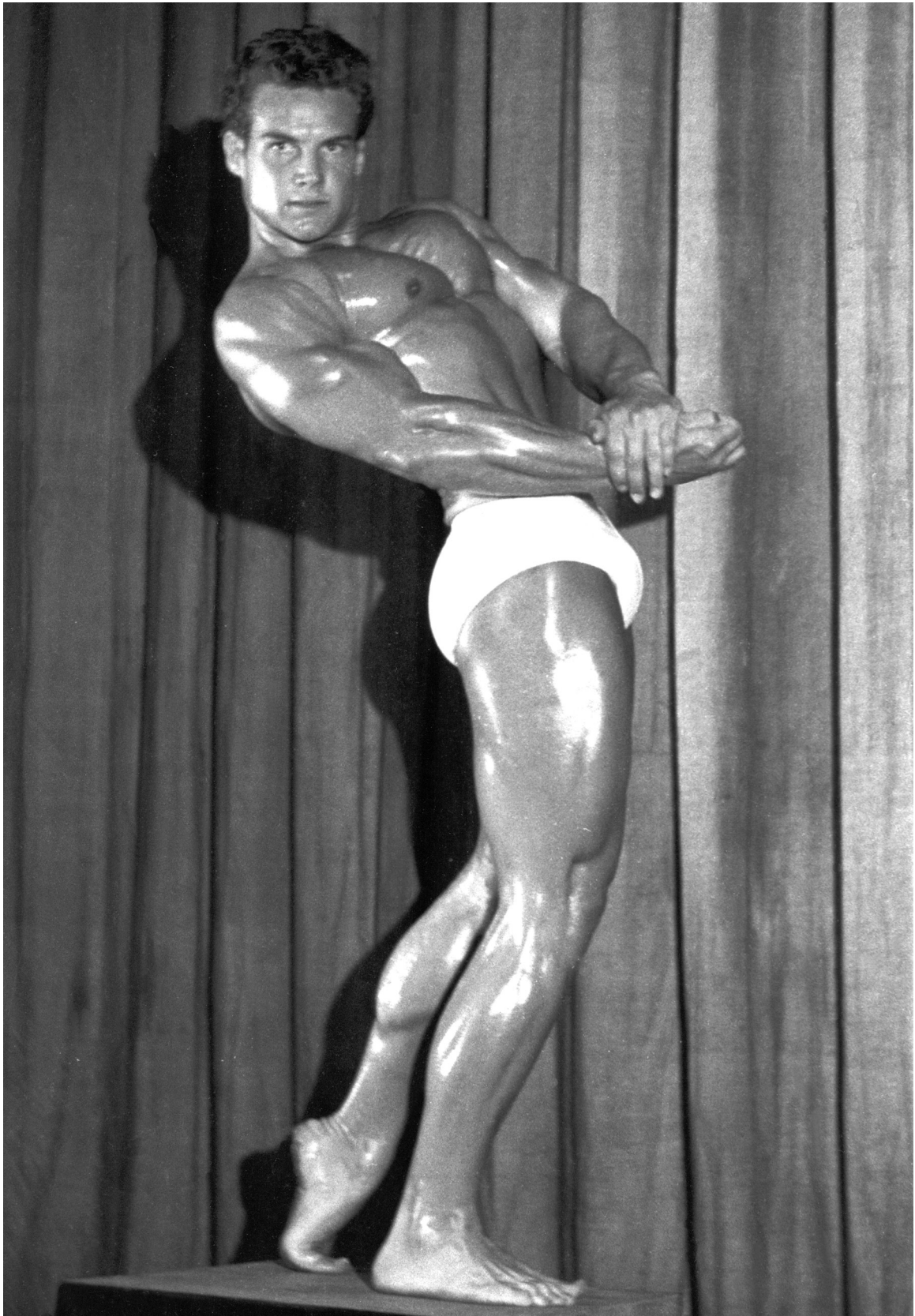
As with other stories in this book, these were taken out of a larger story about Steve's life in our newsletters. While in boot camp, Steve would have to do K.P. once in a while. K.P. is short for "Kitchen Patrol," such as peeling potatoes, washing pots and pans and other duties. For Steve, even K.P. duty was no big chore. It gave him the opportunity to scoop up handfuls of raisins and nuts and wash them down with milk or fresh lemonade.

After boot camp, Steve left San Francisco on a troop ship heading for the Philippines to fight in the war. Life aboard the ship was somewhat boring and the time passed quite slowly. Steve, however, always used his spare time to exercise and to get his share of food.

The troops would eat at different times because there were too many of them to take meals all at the same time. Each soldier was given a card indicating in what shift he was to eat. Steve, with good fortune and ingenuity, procured all three cards. During the first shift, Steve would make his way down to the mess hall dressed very neatly, every hair in place, wearing a cap and glasses. He would ask for his food very politely, never missing to say "please" or "thank you." Next he would eat with the second shift. This time he would appear less neat and polite and would go without the glasses. By the third shift, he looked a bit scruffy with an open shirt, uncombed hair and spouting colorful metaphors while asking for his food. This routine gave Steve six to nine meals per day, so he had little trouble maintaining his weight and muscle mass. Steve and some of his other crew members kept in shape on board by climbing ropes, doing chin-ups, push-ups and any other exercise they could do without equipment.







**Steve Reeves - Mr. America 1947**

## Bodybuilding with Armand Tanny

Below is an interview George Helmer did with one of the great bodybuilders in Steve's era, Armand Tanny. Here is part of that interview.

Helmer: Tell me a little about you and your brother.

Armand: I was born and raised in Rochester, New York. My brother Vic was eight years older than me and was a school teacher. Vic was always into fitness and owned a gym in our hometown area. He got me started in bodybuilding when I was around thirteen years old. He eventually owned and operated 84 very successful gyms around the United States.

Helmer: How do you view Steve's workout practices and eating habits?

Armand: Steve had his own ideas of how he wanted his physique to look. I remember that he never pushed his peck development, he liked what he had. His pecks were flat, square and looked great. I worked out with him a few times, and he liked working his back, shoulders and legs. He had this very small waist which gave him that great appealing shape he had. Steve had these great proportions and there are not substitutions in the world for that. Anything he did just accentuated them.

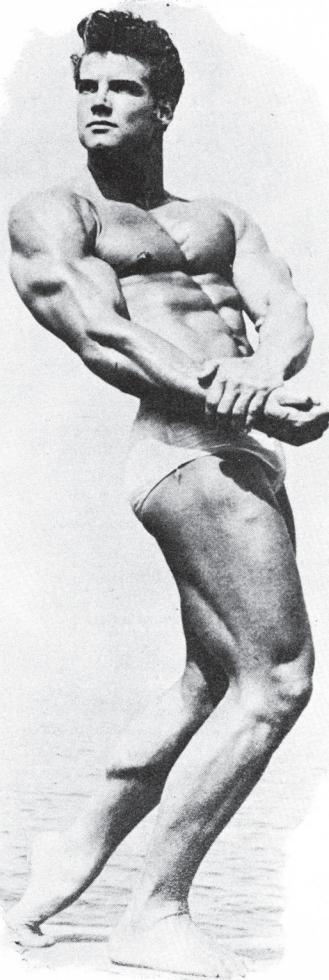
Steve was very strict in his eating habits, and remains that way today. He picked up all of his good eating habits from his mother, who was a dietician. I think it greatly contributed to his total whole being. Steve would occasionally go with us to "pig out" at one of those all-you-can eat restaurants up in the Hollywood area, but normally we all ate good foods at home.

In this interview with Armand you get some interesting information. First, he said that he believes that Steve's mother, Goldie, gave Steve good eating habits because she was a dietician. That Steve would go to the buffets occasionally as both Steve and Eiferman had told me. Armand did not say it in the interview but Steve told me he was there to eat beef and salads. And finally, he said that they did this occasionally but would eat good home cooked meals.



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# Typical Competition Diet

Back when Steve was training for competition, a typical day's diet would be perfectly balanced, starting with a special energy drink that he would consume. Here is that recipe, along with the rest of his foods for that day.

## **Morning meal – 8:00 a.m.**

Before his workout in the gym he would drink his Steve Reeves Power Drink. This would give him a boost in his energy with oranges, bananas and honey.

### **The Steve Reeves Power Drink (Muscle Manna)**

(prepare in a blender)

14 ounces of freshly squeezed orange juice.

1 tablespoon of Knox gelatin

1 tablespoon of honey

1 Banana

2-4 raw eggs (today pasteurized eggs might be safer)

2 tablespoons of Steve Reeves Muscle Maker High-Protein Power

### **Steve Reeves Protein Power (Muscle Maker)**

½ lb. of powdered egg whites

½ lb. of powdered whey isolates

¼ lb. of powdered soy isolates

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**MUSCLE MANNA™**



These are the products that Steve Reeves International produced for Steve. The formulas were developed from Steve's years of nutritional expertise. We may be reintroducing them in the future, and if you would like to know more about them please contact us at [www.steverееves.com](http://www.steverееves.com)



# Typical Competition Diet

## Steve Reeves Alternative Breakfast

Cut an apple into small cubes

Grate a small carrot. Add the following:

¼ cup of raw oatmeal

¼ cup of bran

2 teaspoons bee pollen

¼ cup of wheat germ

¼ cup almonds

1 heaping teaspoon of honey

1 cup of milk (Steve preferred goat's milk because it is more complex).

## Lunch - Noon

Cottage cheese (with a handful of nuts, raisins)

Two pieces of fresh Fruit (in season)

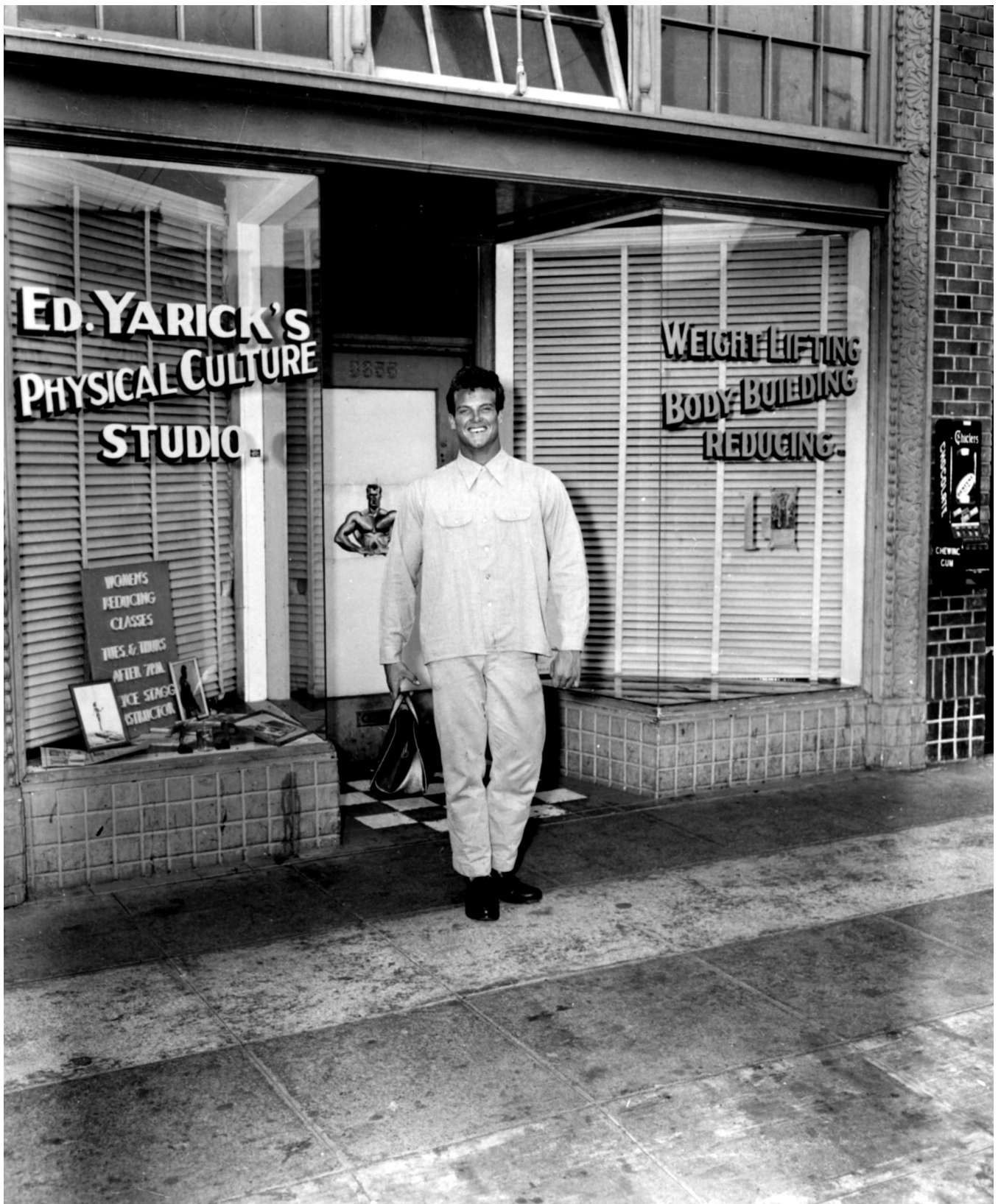
## Dinner – Early evening

One huge salad, one swordfish steak, tuna, chicken, or lean beef, mostly steak).



Left - Steve in the film “Athena” with Debbie Reynolds, Jane Powell, Louis Calhern and Vic Damone.

Steve Reeves first appearance in a major film “Athena” and the one that director Pietro Francisci’s daughter saw Steve in. She told her dad, “I found your Hercules”, and the rest is film history.



Steve trained at Ed Yarick's gym located in Oakland, California.



## Muscle Beach and George Eiferman



After winning the Mr. America Contest in 1947, Steve went down to Muscle Beach to train with George Eiferman and get his film career started in Hollywood. Here is George Helmer's interview with Eiferman, who became Mr. America 1948, with some training help from his friend Steve Reeves.

Helmer: Did you go to Muscle Beach?

Eiferman: I wrote a letter to Vic Tanny and asked him if I could sleep in his gym. I was just out of the service and so was Steve Reeves. Neither of us had much money. Steve and I ended up at Muscle Beach and started training at Vic Tanny's Gym called "the Dungeons," Vic told us about the government giving \$20.00 a week for a year to help a vet get a jump start. They called it the 52 Twenty Club.

Helmer: What did going to California do for you?

Eiferman: It's the sunshine, the beaches, the outdoors – and it is where Muscle Beach is. At that time, the gyms there were way ahead of the times in every way. Everything out there was

## Muscle Beach and George Eiferman

ahead of its time for bodybuilding and the bodybuilder. There were more bodybuilders there than any other place in the world. Vic Tanny wrote a column, entitled “Muscle Beach” for the magazine *Strength and Health*. Every month he would give the news of Muscle Beach and what was happening there. That helped promote Muscle Beach as the premiere place to be at the time. You could get a room for a dollar per day back then. We found a place, a boarding house, that later was known as Muscle House, right at the beach.

Helmer: Do you recall where it was located?

Eiferman: If I remember correctly, it was at 160 Hill Street Santa Monica. Since then, the house was torn down to make way for high-rise condos. The house had many rooms, an atrium and a big kitchen. The lady who ran the boarding house was Ms. Joyce Cretez, who formerly was a French governess. She was a vegetarian, health guru and philosopher who was in her sixties then. She loved teaching health, which was her mission in life, I believe. When Steve and I showed up at her door to rent rooms, she was so impressed by us that she later nicknamed the boarding house “The Muscle House”. It drew bodybuilders from all over the country to stay there once the word got out that Steve and I lived there.

Helmer: What do you remember about Muscle House?

Eiferman: The kitchen was the focal point of the house. It was the gathering place. We all had our food in the big refrigerator and labelled the food as to who it belonged to. (Eiferman with an amusing laugh).

Steve was always into goat’s milk and said that goat’s milk was the best milk for you, next to mothers milk. I said it was hard to get mother’s milk and that I’d buy goat’s milk if he said so (again with a laugh). Steve and I would order goat’s milk to be delivered to the house each day. We drank it each day as part of our training. We ate lots of salads, fish and tuna because no meat was allowed in the house – one of Joy’s rules. Sometimes she would find salami in the back of the refrigerator. I liked salami and would hide it in the back. One time she found it and bawled me out. That ended my bringing salami home. Steve also ate yogurt in a time that not many people around here did. He said that it was really good for you and had lots of protein, calcium, and vitamins in it. I did not like it that well but ate it because Steve did. Steve and I would go out to a restaurant and order our meat. We would get a big prime rib or something like that. We would also go to a buffet in Santa Monica or Los Angeles and eat our share of meats and salads.

This was not the end of the interview but was the end of discussion of the foods they ate. As you can see in this story, lifestyle, good eating habits, a focus for health, and building muscle was what they did. Goat’s milk, salads, fish, beef, and yogurt could be found throughout Steve’s life.

## Mr. World Contest Diet



When interviewing Steve Reeves about his time in Cannes, France and competing for Mr. World, he told George Helmer the falling story:

After winning the Mr. World title on August 15, 1948, Steve was ready to get back to the states. Although Steve originally planned on being in Europe a total of ten days, he was forced to extend his stay in France by four days due to not procuring ship passage back to the states early enough. It was the end of August and the transatlantic ships were already filled with Americans returning home after vacationing in Europe.

After Oscar his interpreter left, Steve had no one to interpret for him, so Steve ventured out on his own in town. He made the most of his time on the French Riviera by relaxing in the sun, swimming and running on the beaches. He managed to get his three meals in each day by using good old

Yankee know how. Every morning he walked to a local café and ordered a cheese and mushroom omelette (omelette fromage aux champignons) the only dish he knew how to order in French. For lunch he would go to the fruit stand and point at the piece of fruit and hunk of cheese that he wanted. Dinner got a bit boring for Steve who only knew how to order filet mignon and salad.

The above story demonstrates what kind of foods he was eating not only during his competition but before and after as well. Eggs, cheese, mushrooms, fruit and good lean beef, filet mignon and salad. This was what Steve was eating in competition and in his off season normal diet. To a large degree it was the amount of food intake that he made adjustments to that determined what quantities to eat.





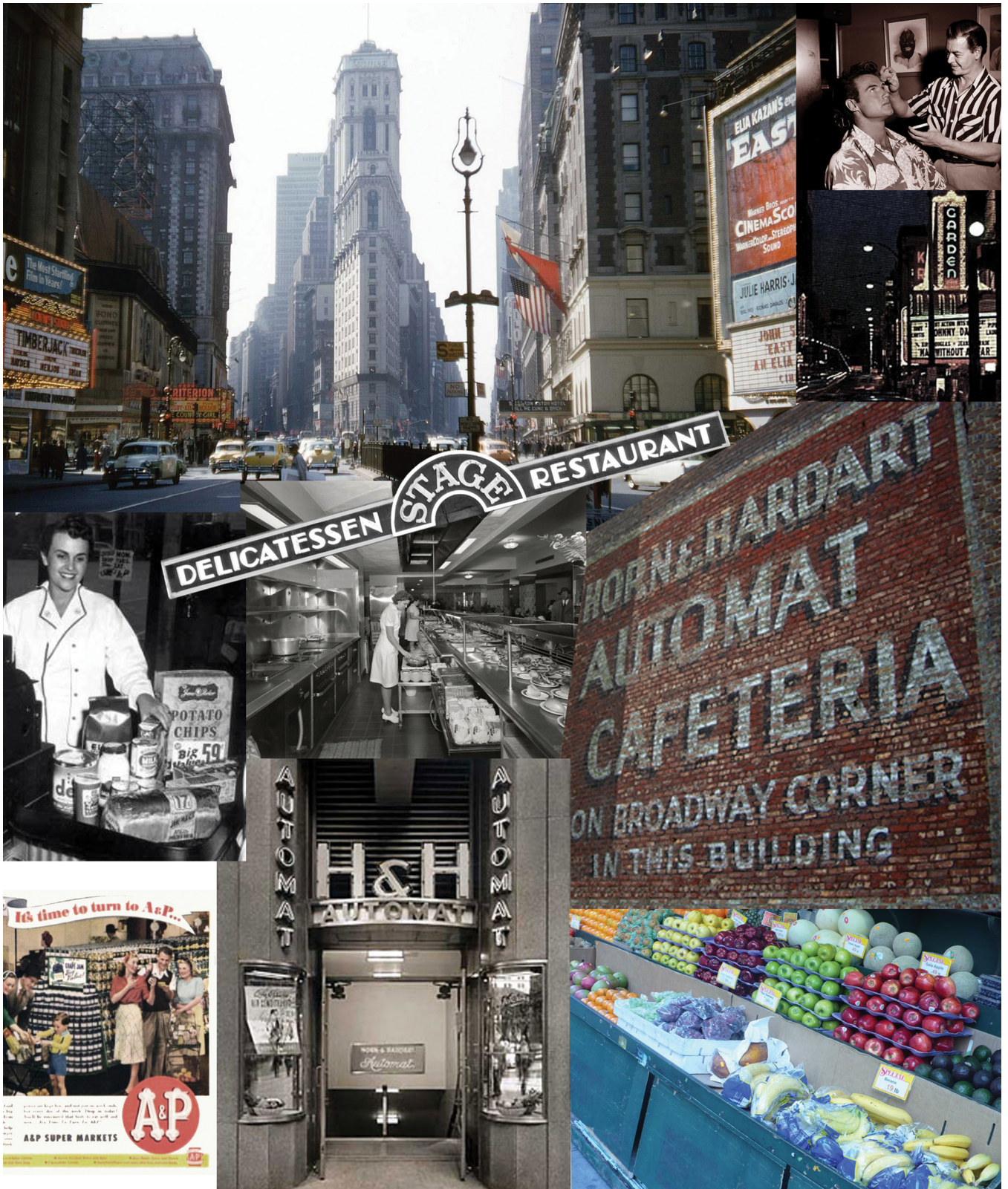
After appearing on Broadway in “Kismet,” Steve and Sandra left New York for Florida. Steve purchased a gym and ran it for about a year. Returning to California he received the offer to star in “Hercules.”

## Mr. Universe Diet

This is the Mr. Universe Diet, where Steve gained 19 pounds of muscle within a three week period. He was careful to eat a well balanced diet consisting of a large amount of high-protein food, a lot of beef – mainly steak, large green salads and baked potatoes. His diet included raw eggs, honey, bananas, cheese, dried and fresh fruits, and all wholesome foods which gave him energy and muscular body weight. When interviewed, he did not disclose the volume of food that he ate during that period, but to gain 19 pounds of muscle in those numbers of weeks, you would have to intake quite a lot of protein supported, with enough complex carbohydrates to power your workout. Even though he would consume a large amount of food, he was also using a lot of energy, burning many calories in the process.







Here are some of the places that Steve and Sandra frequented during their stay in New York.



## New York Menu

While trying to get his acting underway, Steve was living on limited income, but that didn't interfere with his diet. After Steve married Sandra Smith and they moved to New York, just down the street from the Ed Sullivan Theatre on Broadway. Steve and Sandra would do their daily shopping for fresh foods. They would go and pick up fresh vegetables and fruits from sidewalk vendors, then go to the butcher shop for meats and the A&P for canned goods. Steve did the cooking of all the dinners, and Sandra would prepare breakfast and lunch while they were in New York. Steve would normally have a sandwich for lunch and a piece of fruit. Many times they would eat out and go to the cafeteria down the street where Steve would go for different beef selections and potatoes and salads. After dinner, occasionally, they would go to this gourmet ice cream parlour. Steve would have a scoop of ice cream with a lacquer on top. After Steve and Sandra moved to Florida, Sandra performed most of the cooking. Here is what they were eating during both places.

Right: Steve in New York (1954) working on Broadway in "Kismet".

Below: Steve and Sandra relaxing at her parents home in Studio City, California 1954.



# New York Menu

## Omelette

### *Ingredients*

4 eggs

½ cup graded sharp cheddar cheese

½ green bell pepper

½ onion, finely chopped

½ tomato slices

½ cup cooked ham cubed

1/3 cup milk

Olive oil as needed

Margarine as needed

### *Preparation*

Heat olive oil over a medium heat and cook the bell pepper and onion until tender then add the ham. Cook for additional 2 minutes, then place in a bowl.

Beat eggs and milk in small bowl until completely blended.

Heat the margarine in a large frying pan on medium heat. Pour the egg mixture in pan and let cook as an omelette, add in all the ham, vegetables and graded cheeses evenly towards the center of the omelette. When the egg mixture is completely cooked, remove the omelette from the pan, fold over (in half) and place on plate. Serve with fresh fruit in season or canned.

## New York Menu

### Broiled Lean Hamburger Steak with Onions and Bell Peppers

#### *Ingredients*

1 and 1/2 pounds extra lean ground beef  
1 teaspoon salt  
1/4 teaspoon ground pepper  
4 tablespoons fine dry bread crumbs  
2 cloves garlic minced (optional)  
1 slice green bell pepper (chopped)  
2 tablespoons milk  
1 extra large egg, slightly beaten  
3 tablespoons onions

#### *Preparation*

Combine the ingredients, except the ground beef, together and mix well. Add in the ground beef and mix well with your hands. Then make 4 round patties. Place in broiler for 5 minute, each side. Serve with potatoes and a vegetable side dish.



## New York Menu

### Pompeii Garlic Chicken

#### *Ingredients*

1 (3 ½ – 4 pound) chicken  
1 tablespoon olive oil  
1 teaspoon salt  
¼ teaspoon freshly ground pepper  
¼ teaspoon finely chopped onion  
6 garlic cloves, crushed  
¼ cup lemon juice  
¼ cup water

#### *Preparation*

Combine the ingredients and mix well, then brush onto chicken. Tie the legs of the chicken together with kitchen string.

Place the chicken on a baking rack inside a baking pan, breast side up.

Bake the chicken for about 2 hours to 2 hours 10 minutes or, until a meat thermometer inserted into the thigh reads 180 degrees Fahrenheit. Serve with green salad and sliced tomatoes.

## New York Menu

### Baked Chicken Livers

#### *Ingredients*

1 pound fresh chicken livers  
1 cup flour  
1 teaspoon salt  
1 teaspoon pepper  
1 teaspoon garlic powder

#### *Preparation*

Rinse chicken livers, trim and place on a plate. In a medium bowl, completely mix the flour, salt, pepper, garlic powder together. Place chicken livers in the flour and completely cover each piece, then place on cookie sheet. Cook at 350 degrees for 45 to 60 minutes.

## Steve in New York Menu

### Broadway Broiled Steak

#### *Ingredients*

1 sirloin steak (1 to 1 ½ lbs.)

1 cup lemon Juice

1 teaspoon garlic power

¼ teaspoon black pepper

#### *Preparation*

Mix all the ingredients together in a flat glass pan, large enough to hold the steak. Place the steak in the pan and spoon marinade over the meat. Cover with foil and place overnight in the refrigerator. Broil steak done to the way you like it. Serve with salad and bake potato.



# Steve in New York Menu

## Lentil Bean Dish

### *Ingredients*

1 ½ cups dry brown lentils  
1 cup ham diced  
1 cup carrots diced  
1 cup peas  
1 onion diced  
4 pods garlic (3 of them sliced thin and 1 crushed)  
¼ teaspoon salt or to your taste  
¼ teaspoon ground pepper  
3 tablespoon olive oil

### *Preparation*

Soak dry lentils in water for about 2 hours, then cook the lentils in with salt and the crushed garlic. The lentils should be completely cooked, but not mushy.

In a pan, add 2 tablespoons of olive oil, salt, onions and thinly sliced garlic sautéed until soft. Now add the peas and carrots and cook for 2 minutes.

Add the cooked lentils and ham to the above, add the remaining teaspoon of olive oil and mix gently. Place on low heat, stirring gently for 1 to 2 minutes. Then take off heat and place in bowls.

## **New York Menu**

### **Hercules Salad**

#### ***Ingredients***

2 heads of lettuce

1 cup of quarter inched strips salami

1 cup of quarter inched strips provolone cheese

1 large tomato cut into wedges

Extra virgin olive oil

Wine vinegar

#### ***Preparation***

Mix in large salad bowl fresh lettuce with cold salami, provolone cheese, tomatoes and 50/50 to suit taste extra virgin oil and wine vinegar.

# **New York Menu**

## **Side Dishes**

Various salads, mashed potatoes, baked potatoes,

Peas, green beans, and carrots

Apples, oranges, and bananas

## **Dessert**

Ice Cream

Occasionally a scoop of ice cream with a lacquer on top

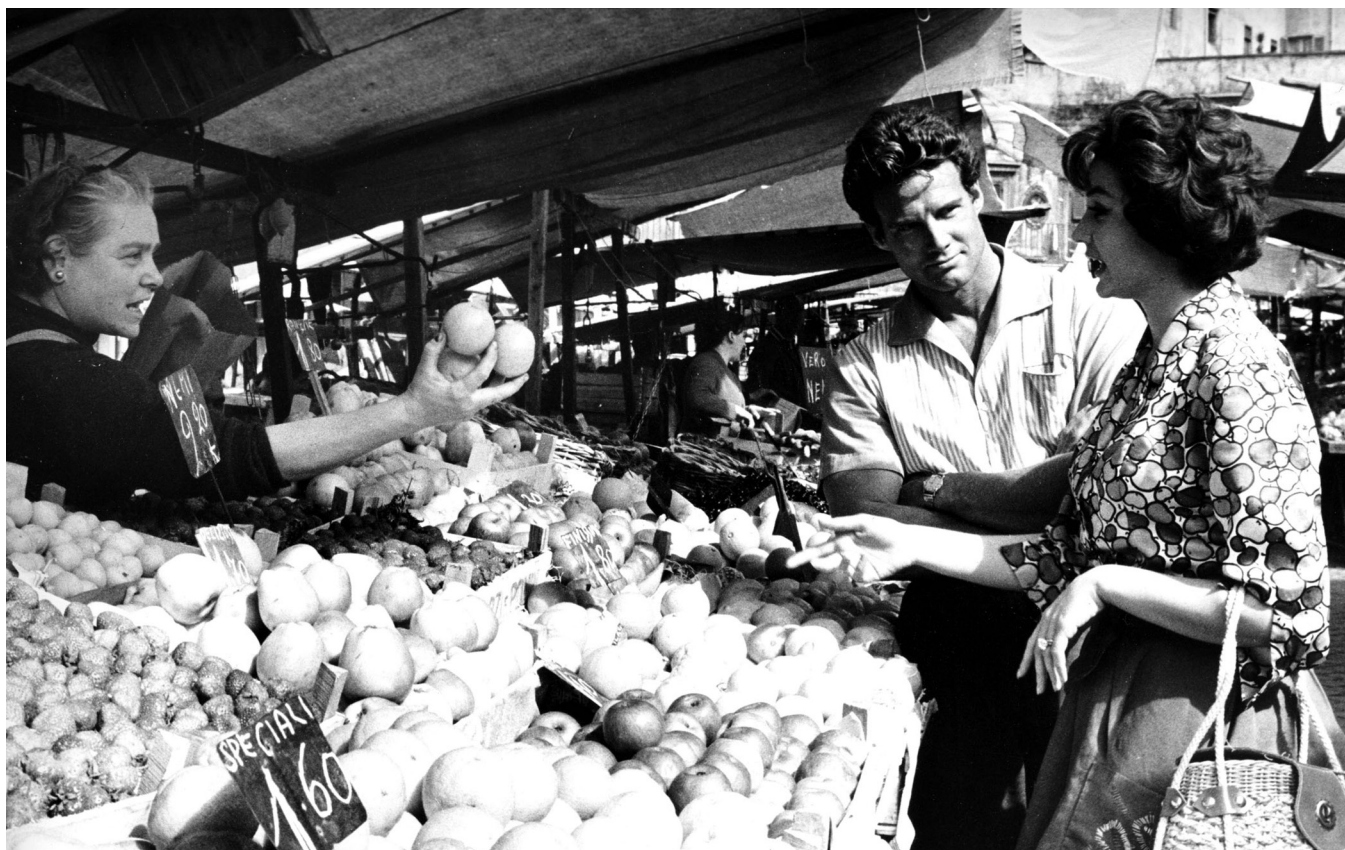
Baklava

Occasionally when out on the town

While in New York, Steve and Sandra would eat out quite a bit going to the cafeteria down the street for dinner and occasionally out with friends. While in Florida, they ate at their apartment most of the time. Steve started his training diet and working out at his gym.



## On Location in Europe



Steve with co-star Liana Orfei in Rome, 1962.  
Promotional shot taken with a street vendor.



Aline Reeves and Steve having ice cream  
in town while filming "Sandokan" in 1963.

## On Location in Europe

When Steve first went over to Europe to make *Hercules*, he arrived in great shape. He had spent months prior in Southern California, getting ready for the role of a lifetime. Once in Italy, he had to make sure he kept trim and very muscular throughout the 3 months of filming. He needed enough carbohydrates to keep his energy up and plenty of protein to support his physique. Although Steve did not keep a journal of his foods we have some great evidence of what he ate. Throughout the many interviews we did with Steve, we would occasionally ask about what he would eat during that period of time. He would briefly give us an example of a typical meal he would eat. Steve stayed at the American Palace Hotel of Rome for the complete filming of *Hercules*. Most of the foreign actors stayed there and the hotel rooms were more like condos than hotel rooms or suites. The hotel had a very nice restaurant on the bottom floor and Steve would eat there most of the time.

He would eat steak and eggs most mornings with juice. After arriving on set and working for several hours, the film cast and crew were served lunch on the set. Steve made sure that his lunch included a nice beef steak or chicken, some pasta and a quart of tomato juice or milk, and some fruit. This was necessary to keep his physique in top shape while enduring a gruelling filming pace. It was also necessary for him to physically train when he wasn't filming, so he was exerting a tremendous amount of energy which called for lots of calories. For dinner, he would eat a lighter meal in town somewhere or back at the Palace Hotel. Most of the time, Steve said that he would have a large salad and some fresh fruit.

Steve made 15 films over a ten or so year period and some films required him to be built a little different in size. Steve was a master when it came to removing weight when he needed to. To drop weight he would decrease his caloric intake and reduce his poundage of weights used and do more aerobic activities. We asked him once about why he was thinner in the movie "*Giant of Marathon*" and he said that his screen character was to run 26 miles in the film and it would not look correct to see a Hercules physique doing that in the film. The same goes for the film "*A Long Ride from Hell*," his Italian Western he did in 1968. He said that cowboys were lean and mean, not full of muscle.

We located a letter Steve wrote to his manager Aline Czartyarwicy (who will become the future Mrs. Reeves) in Rome, dated November 5, 1958. He was staying at the Hotel Atlantix in Opatija, Yugoslavia on the Adriatic coast, which is now in Croatia filming *The White Warrior*. Here is that letter:

***Dear Lena,***

***Things are going well for me here in Opatija. The climate, air & food agree with me. I have been having a large steak with eggs on top, three times a day. I also have a litre of goats milk a day. I feel & sleep well.***

***We started work on Monday with a love scene. Work is much easier for me this time, and the director works down the line that fits my style of acting. We work from 12 to 8. This production***

## On Location in Europe

*is much more efficient than Vilotie and Company. Thanks for sending my camera back, and for mailing the package to my mother.*

*Bye for now, Love Steve*

That letter was a perfect example of Steve eating lots of protein with a large steak with eggs on top, three times a day. Now, I'm sure he did not eat like this all the time but he was building his physique before filming started. He would also eat vegetables, salads and fruits to complete his meal.



Steve and Sylvia Lopez eating dinner in Rome, 1958. She was the evil queen in "Hercules Unchained." Steve and Sylvia were romantically involved at the time.

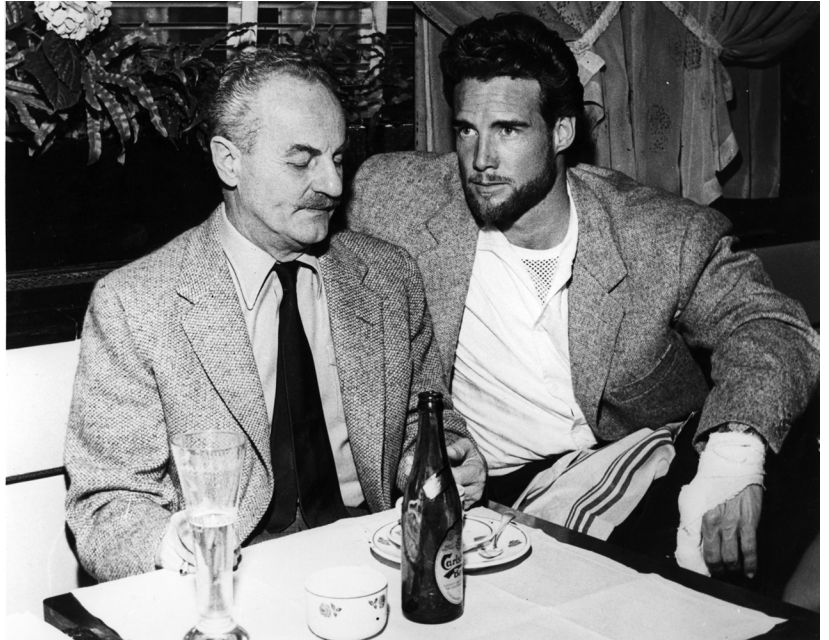
Steve in "Hercules Unchained" ready to take on a huge tiger in the coliseum.





## On Location in Europe

Steve with movie producer, Darryl Zanuck, in Paris for a meeting in 1959.



Steve with Sylvia Lopez having a snack just after shooting a scene for “Hercules Unchained” in 1958.







## Home Prepared Meals at the Ranch

The menu and recipes below are what Steve Reeves actually ate while at his ranch. This is not a particular diet or what you can gain or lose weight by. It is helpful to remember that gaining weight or losing weight depends on the calories you eat and how many you burn. These recipes are Steve's favorite meals in the later years and were prepared fresh each day, at his ranch in Valley Center California. Steve maintained his weight consistently throughout his lifetime. We have the calendars that he used to log his weight every few days year after year. The ranch was a working Morgan Horse Ranch, where Steve did most of the daily labor, worked out in his gym, riding his horses, taking long rides on his racing bike and did PowerWalking. As you can see, Steve was a very active person and used lots of energy to get through the day. If you're concerned about weight gain, keep in mind your caloric intake verses how many calories you're burning.



Above: Steve enjoying a large salad and fruit. Photo from his book on PowerWalking, Steve at age 55.

Left page: The Reeves Ranch as it appears today, thanks to the Parkinson Family who now own the property.



# Home Prepared Meals at the Ranch

## *Cool Weather Main Dishes*

These are the recipes you will find in this section.

Chicken with Rice

Pot Roast

Corned Beef with Cabbage

Chili with Beans

Roast Pork with Potatoes

Roast Beef with Potatoes

Roast Turkey with Potatoes

Breaded Cod Fillets

Swordfish Steaks

Roast Chicken with Potatoes

Lasagna

Spaghetti

# Home Prepared Meals at the Ranch

## *Hot Weather Meals*

These are the recipes you will find in this section.

Prosciutto / Avocado / Tomato / Mozzarella

Tuna in Green Salad

Chicken Pieces in Green Salad

Soup with Green Salad

Cottage Cheese with Tuna

Cottage Cheese with Whole Berry

Cottage Cheese with Cranberry Jello

# Home Prepared Meals at the Ranch

## *DESSERTS*

These are the recipes you will find in this section.

Graham Cracker Crust Strawberry Pie

Tart Apple Pie

Tart Apple Pie Ala mode

Vanilla Ice Cream

Pumpkin Pie with Cool Whip

Orange Spiced Jello



# Home Prepared Meals at the Ranch

## *COOKING MEATS & POULTRY*

### *Preparation*

All meats and poultry are placed in roasting pans and cooked in pre-heated oven, set to 325 degrees, except for chicken (pre-heat to 375 degrees)

#### Roasted Pork

3 to 5 pounds roast from 3 hours to 3 ½ hours

#### Roast Beef

6 to 8 pound roast from 3 ¾ hours to 4 hours

#### Roast Chicken

2 ½ to 3 pound from 1 ¼ to 1 ½ hours

Most frequent roast choice served was chicken. Sometimes served with stove cooked stuffing.

#### Roasted Turkey

12 to 18 pounds from 4 ½ to 6 ½ hours

This meal served with stuffing. Cook without placing stuffing inside the turkey. Gravy always served with this meal.

Roasted meals include one of the following potatoes (baked or mashed), rice, polents or risi pisi (see recipes in this book).

# Home Prepared Meals at the Ranch

## *LUNCH MEAL*

### **DAILY SANDWICHES** **(pretty much every day)**

#### *Ingredients / Preparation*

On either : Millbrook Rye or Arrowheat's Master's Blend Winter Wheat

Sandwich built in this exact order top to bottom:

Slice of bread

Mustard (50% Grey Poupon, 50% regular mayonnaise mixed in jar

Slice of sweet red onion

Either liverwurst or Danola 98 percent fat free ham (3 or 4 slices)

Sliced of fresh tomato

Alpine lace swiss cheese

Mayonnaise

Slice of bread

Cottage cheese on the side

# Home Prepared Meals at the Ranch

## ***SALAD AS DINNER***

### **TUNA IN GREEN SALAD**

#### ***Ingredients / Preparation***

Celery (sliced)  
Radishes (sliced)  
White albacore chunks and bites  
Romaine and iceberg lettuces  
Tomatoes (diced) never sliced  
Avocado  
Bell pepper (bits)  
Red onion (slices)  
Carrot (grated or slices)  
Hard boiled eggs (sliced)

#### ***SALAD DRESSING (ALWAYS)***

#### ***Ingredients / Preparation***

Home mixed & seasoned  
Rice vinegar by Nakano 50%  
Extra virgin olive oil 50%



# Home Prepared Meals at the Ranch

## ***CHICKEN IN GREEN SALAD***

### ***Ingredients / Preparation***

Black beans (scattered)  
Green onions (pieces)  
Chicken (chunks)  
Spoonful of cottage cheese  
Romaine and iceberg lettuces  
Tomatoes (diced) never sliced  
Avocado  
Bell pepper (bits)  
Red onion (slices)  
Carrot (grated or slices)  
Hard boiled eggs (sliced)

## ***SALAD DRESSING (ALWAYS)***

Home mixed & seasoned  
Rice vinegar by Nakano 50%  
Extra virgin olive oil 50%

# Home Prepared Meals at the Ranch

## ***RISI PISI ( Italian name for Rice and Peas)***

### ***Ingredients***

2 tablespoons olive oil  
2 ounces sliced pancetta (Italian bacon) chopped  
½ cup finely chopped onion  
1/3 cup finely chopped celery  
1 ½ cup arborio rice  
2 cans (14 1/2 oz. each chicken broth)  
2 cups water  
¼ teaspoon ground pepper  
2 cups fresh or frozen peas  
½ cup freshly shredded parmesan cheese  
2 tablespoons chopped fresh flat-leaf parsley  
1 tablespoon butter

### ***Preparation***

Heat oil in 6-quart Dutch oven over medium heat. Add pancetta, onion and celery. Cook, stirring 5 minutes. Add rice and cook, stirring, 3 minutes.

Add broth, water and pepper; bring to a boil. Reduce heat and simmer 10 minutes, stirring occasionally. Stir in peas. Simmer, 10 minutes more, stirring frequently, until peas and rice are tender.

Remove pan from heat, stir in parmesan, parsley and butter. Cover and let stand 1 minute. Serve with additional parmesan, if desired. Makes 6 servings.

# Home Prepared Meals at the Ranch

## *CHILI STUFF*

### *Ingredients*

1 1/2 12 oz. beer  
2 tablespoons olive oil  
1 16 oz. can tomatoes diced  
2 tablespoons cumin  
5 tablespoons chili power  
3 Bay leaves  
5 Cloves garlic minced  
1 tablespoon fresh lime juice  
1 1/2 teaspoons oregano  
1 tablespoon paprika  
1 tablespoon coriander  
1/2 teaspoon salt  
1/2 teaspoon pepper  
2 lbs. good lean beef diced  
1 lb. pork diced  
2 slit (3 times) jalapeño's  
1 16 oz. kidney Beans (optional)

### *Preparation*

In a large pot, heat olive oil and brown the meat.

Add can tomatoes, kidney beans, beer, pepper, salt, paprika, coriander, oregano, lime juice, garlic, bay leaves, cumin, and jalapeños.

Add more chili powder if desired. Heat on high until it comes to a boil, then lower the heat to medium and simmer for about 20 minutes.

# Home Prepared Meals at the Ranch

## ***STEPHEN'S 3 BEAN SALAD***

### ***Ingredients / Preparation***

1 can pinto beans

1 can black beans

1 can great northern beans

Chopped onions

Chopped celery

Chopped tomatoes

2 tablespoons seasoned rice vinegar

2 Tablespoons extra virgin olive oil

Sprinkle coarse black pepper to taste



# Steve Reeves Ranch Menu

## *STEVE'S POTATO SALAD*

### *Ingredients*

3 pounds of Yukon gold potatoes cut into 1 inch squares

1 ¼ teaspoon salt

¼ teaspoon coarse ground pepper

¾ cup buttermilk

¼ cup mayonnaise

2 tablespoons snipped fresh dill

2 tablespoons cider vinegar

1 tablespoon dijon mustard

2 green onions sliced

1 apple corded and diced ½ inch pieces

2 ribs of celery sliced ½ inch pieces

2 medium dill pickles, chopped

### *Preparation*

In a 4 quart saucepan, combine the potatoes, 1 teaspoon salt and enough water to cover the potatoes.

Bring to boil on high heat then reduce to medium/low heat, cover pan and simmer for 10 minutes or until tender but firm.

Mix in a large bowl buttermilk, mayonnaise, snipped fresh dill, cider vinegar, dijon mustard, ¼ teaspoon salt, ¼ teaspoon coarse ground pepper, then blend by stirring drained potatoes well.

Place potatoes in bowl: with apples, green onions, celery, pickles and toss hot potatoes with buttermilk mixture until the potatoes are completely coated.

Cover and refrigerate for 1 hour then take out a stir again then place back in refrigerator for 2 hours or over night.

Serves with sliced hard boiled eggs on the side.

# Steve Reeves Ranch Menu

## *RED POTATO SALAD*

### *Ingredients*

3 pounds of red potatoes  
4 medium eggs  
1 cup of mayonnaise  
½ cup sour cream  
1 teaspoon salt  
¼ teaspoon course black pepper  
½ teaspoon green onions  
2 ribs of celery sliced ½ inch pieces  
2 medium dill pickles, chopped  
2 tablespoons snipped fresh dill  
1 teaspoon parsley flakes  
1 red or green pepper diced

### *Preparation*

In a 4 quart saucepan combine the potatoes, ½ teaspoon of salt and enough water to cover the potatoes.

Bring to a boil on high heat then reduce to medium to low heat, cover pan, simmer for 15 minutes or until they are fork tender but firm.

Place eggs in a medium saucepan and cover with cold water. Bring water to a boil and immediately remove from heat. Cover and let eggs stand in hot water for 10 to 12 minutes. Remove from hot water, cool, peel, and dice.

In a medium bowl, combine together mayonnaise, sour cream, ½ teaspoon salt, pepper, onions, celery, dill pickle, fresh dill, red or green pepper.

Pour the mixture over the potatoes and mix together

Cover and refrigerate for 1 hour, then take out and stir again, then place back in refrigerator for 2 hours or over night. Serves with sliced hard boiled eggs on the side.

# Home Prepared Meals at the Ranch

## ***SWORDFISH STEAKS***

### ***Ingredients***

Fresh swordfish if possible

Pat dry the swordfish

### ***Marinate***

1/3 cup olive oil

1 tablespoon fresh lemon juice

Pinch of thyme & tarragon

½ teaspoon garlic powder

½ teaspoon pepper combine well

Marinate steaks for 2 hours or more

### ***Preparation***

Barbecuing, baking or frying – cook about 3 minutes on each side – it's done when it's white on the inside and can flake apart.

# Home Prepared Meals at the Ranch

## ***BREADED COD FILLETS***

### ***Ingredients***

Fresh cod fillets

Pat dry

Breading mix is placed in separate large bowl.

1 cup Italian bread crumbs

½ teaspoon garlic powder

¼ teaspoon coarse black pepper

4-6 eggs

### ***Preparation***

4-6 eggs mixed together completely in large bowl.

Mix until everything is blended.

Dip swordfish steak in eggs, coat them completely.

Dip and coat in Italian bread crumb mixture, both sides.

Use large fry pan, coated with Pam or extra virgin olive oil on medium heat.

Fry until fillets are able to flake easily and the breading is browned.

Serve with lemon slices and with mayonnaise flavored with grated fresh onion (any type).



# Home Prepared Meals at the Ranch

## *CHICKEN & RICE DINNER - (HIS FAVORITE)*

### *Ingredients / Preparation*

Crock pot meal

2 to 4 skinned chicken breasts

2 cups water

1 can peeled tomatoes

1 medium onion diced

Sprinkle of pepper

Cook 2 hours full heat

1 cup rice – turn down to medium 1 more hour

# Home Prepared Meals at the Ranch

## *ITALIAN SUMMER MEAL*

### *Ingredients / Preparation*

Slices of ripe avocado

Slices of mozzarella

Slices of full sized tomatoes

Slices of rolled prosciutto ham

Italian seasoning on plate along with extra virgin olive oil

Separate plate of cantaloupe

# Home Prepared Meals at the Ranch

## ***MEATLOAF***

### ***Ingredients***

1 lb. of lean ground beef  
1 lb. of ground turkey  
1 lb. of sausage (pork)  
2 raw eggs

### ***Preparation***

Mix all the above in large mixing bowl.

### ***Ingredients***

1 tablespoon Italian seasoning  
1 teaspoon garlic powder  
1 small can sliced olives  
1 small brown onion diced  
¼ oz. can of tomato sauce  
½ teaspoon coarse black pepper

### ***Preparation***

Mix together thoroughly, then create loaf shape in a baking pan.

Bake at 325 degrees for 1½ to 2 ½ hours, depending on how fat you formed your loaf.

# Home Prepared Meals at the Ranch

## ***TUNA CASSEROLE***

### ***Ingredients***

2 large cans of white albacore drained  
2 cans of cream of mushrooms  
Noodles (wide style)  
Mozzarella (just a few slices)  
 $\frac{3}{4}$  teaspoon garlic powder  
 $\frac{1}{2}$  teaspoon pepper  
 $\frac{1}{4}$  teaspoon salt  
 $\frac{1}{2}$  small brown onion diced  
2 handfuls of potato chips

### ***Preparation***

Mix all together, except the mozzarella and potato chips.

Bake at 350 degrees for 45 minutes to 1 hour.

Place the mozzarella slices on top of the casserole, then the potato chips to cover top.

Return to oven for 15 minutes.



# Home Prepared Meals at the Ranch

## *POT ROAST*

### *Ingredients / Preparation*

Large beef roast (usually a 7 bone roast)

Browned in large pan preferably (electric fry pan) prayed lightly with Pam.

After browning both sides add water until ½ submerged.

1 teaspoon garlic powder or 2 large fresh garlic cloves diced.

½ teaspoon black pepper

teaspoon salt

Add seasoning to water cover lid and simmer 1 hour.

Lift and turn over pot roast.

Check water level cover and simmer 2 hours (check water levels periodically).

Then add to top of pot roast and in the surrounding water the following:

½ large brown onion sliced.

3 to 4 medium peeled potatoes cut in large squares or rectangles.

3 to 4 peeled carrots in 2 inch lengths.

Cover with lid and simmer 45 minutes to 1 hour.

Switch the vegetables from the water to the top of the meat and the top of the meat vegetables to the water. Simmer ½ hour and serve.

# Home Prepared Meals at the Ranch

## *TOSTADOS*

### *Ingredients / Preparation*

4 corn tortillas

1 can refried beans (pinto)

1 lb. lean ground beef

1 head chopped fresh lettuces

1 large diced fresh tomato

1 cup graded sharp cheddar cheese

1 - 1 lb. container of salsa or ¼ chopped fresh onions, (green or red)

Place ingredients in order as they appear on list on to the tortilla.

Bake tortilla flat on oven rack until brown (crispy)

Heat refried beans in small pan, stir until it comes to a boil. Then turn off.

Cook lean ground beef in pan until completely cooked and is in small pieces.

Place single tortilla on plate and cover with a thin/medium coating of refried beans. Place layer of ground beef, layer of lettuce and some tomatoes on top. Add cheese in small amount if desired. Serve with salsa or chopped fresh onions, (green or red) on top.

# Home Prepared Meals at the Ranch

## ***BEEF & BEAN BURRITOS***

### ***Ingredients / Preparation***

Makes 4 burritos

4 large flour tortillas

1 lb. fried ground turkey or 1 ½ pounds of shredded beef cooked in fry pan.

1 to 2 cans refried beans (pinto)

1 large diced fresh tomato

1 cup graded sharp cheddar cheese

1 - 1 lb. container of salsa or ¼ chopped fresh onions, (green or red)

Cook meat completely in fry fan on medium heat. Heat refried beans in medium pan until it comes to a boil then turn off.

Take one warmed or heated tortilla and place on a plate. Place the ingredients on one third of the tortilla leaving enough room to fold or roll the tortilla up. Place the ingredients in the order from above in desired amounts, roll or fold.

Note: Steve did not use very much cheese on his burrito.

# Home Prepared Meals at the Ranch

## *SPAGHETTI*

### *Ingredients / Preparation*

Spaghetti noodles boiled and drained

#### **Sauce:**

Placed the following ingredients in a large sauce pan:

Ground turkey thoroughly browned (your call on amount of Turkey you want).

1 29 oz. can of tomato sauce

1 29 oz. can of diced tomatoes

1 medium diced brown onion

1 small can sliced black olives, drained

1 teaspoon garlic powder

1 teaspoon Italian seasoning

¼ cup parmesan

Simmer all sauce ingredients for 45 minutes.

Place serving of pasta in large flat bowl.

Spoon the sauce over the noodles.

Add extra Parmesan on top.



# Home Prepared Meals at the Ranch

## *LASAGNA*

### *Ingredients / Preparation*

1 lb. ground turkey loosened and browned

1 29 oz. can of tomato sauce

1 29 oz. can of diced tomatoes

1 medium diced brown onion

1 small can sliced black olives drained

1 teaspoon garlic powder

1 teaspoon coarse black pepper

½ cup parmesan

2 tablespoons Italian seasonings

Add all the above to the browned turkey and mix.

Mozzarella cheese slices

Cooked lasagna noodles (pasta boiled)

1 Ricotta cheese (medium container)

In large rectangular baking pan (lightly sprayed with Pam) add the following:

Place light layer of meat sauce

Then layer of lasagna noodles

Then layer of meat sauce

Then layer of ricotta cheese bits and crumbles

Then layer of lasagna noodles

# Home Prepared Meals at the Ranch

## ***LASAGNA - Continued***

Then layer of meat sauce

Then layer of ricotta cheese bits and crumbles

Then layer of lasagna noodles

Then layer of meat sauce

Then layer of ricotta cheese bits and crumbles

Topped with layer of mozzarella cheese slices

Bake at 350 degrees for 1 hour.

# Home Prepared Meals at the Ranch

## *CORNED BEEF WITH CABBAGE*

### *Ingredients / Preparation*

Corned Beef – cover with water in deep pan

Add spices to water and stir.

Bay leaf crumbles

¼ teaspoon peppercorn

¼ teaspoon dried red peppers

¼ teaspoon mustard seed

1 teaspoon garlic powder

¼ teaspoon ground clover

Simmer for 2 ½ to 3 ½ hours

Add several small potatoes.

Add few brown onions.

Add few carrots.

Lightly boil for 1 hour.

Add cabbage strips for last 15 minutes.

Serve.

# Home Prepared Meals at the Ranch

## ***SIDE DISHES***

### ***Ingredients / Preparation***

#### **Polenta – Pre-Cooked**

Slice into ½ inch slices – heat on high in microwave oven for 60 to 90 seconds, (depending on amount used), or bake at 375 in regular oven for 15 minutes.

Alternative – top with your favorite sauce (marinara).

#### **Couscous**

### ***Ingredients / Preparation***

1 ½ cups of low salt chicken broth in sauce pan

2 teaspoons olive oil or butter (optional)

¼ cup of toasted pine nuts, divided or sliced almonds

1 cup couscous

¼ cup thinly sliced green onions

Stir in chicken broth and olive oil or butter into a large sauce pan.

Bring to boil and remove from heat.

Mix in couscous.

Cover and let stand until all liquid is absorbed and couscous is tender, about 10 minutes. Fluff couscous with fork.

Mix in half of green onions and nuts.

Place on plate and sprinkle with remaining green onions and nuts.



# Steve Reeves Ranch Menu

## *UTAH MARY'S DINNER ROLLS*

Once, when Steve was visiting friends in Utah, he had seconds on some brownies and dinner rolls. Knowing he rarely ate these, a comment was made why he was going for seconds. Steve said, "It's because Mary made them taste so good." Later, Mary sent Steve the recipes.

### *Ingredients*

7 ½ cups flour  
2 cups scalded milk  
¼ cup sugar  
2 tablespoons shortening  
2 teaspoons salt  
4 teaspoons yeast  
2 beaten eggs  
¼ cup melted butter

### *Preparation*

Scald milk and add sugar, shortening, salt.

Let the milk cool a little.

Mix ½ of the flour in, make a sponge.

Let this raise for ½ hour and mix it all together.

Put the yeast in ½ cup of warm water and dissolve it before you add it to the sponge.

Add all remaining ingredients to the sponge and mix well.

Let it raise until double in size.

Roll out on a floured board and cut to size you want.

Dip in melted butter before putting them on cookie sheet.

Let them raise again and bake at 375 degrees, till brown.

# Steve Reeves Ranch Menu

## *FRUITS & VEGETABLES THAT STEVE LIKED*

### *Fruits*

Apples, oranges, bananas, raisins, figs, pineapple, peaches, strawberries, blackberries, cherries, and blueberries.

Steve especially liked blood oranges which are juicy, sweet and have a dark red interior and are slightly less acidic than regular table oranges. These oranges are originally from Sicily and Steve had several of these trees on his ranch.

### *Vegetables*

For vegetables Steve liked carrots, peas, string beans, and corn on the cob.

Make sure all vegetables are washed well in clean water.

### *Artichokes*

Clip all tips off end of each leaf.

Insert fresh garlic cloves slices between leaves.

Add small bits of butter into a few leaves as well.

Steam well until tender.

Serve with mayonnaise dollop or small amount of melted butter for dipping.

### *Creamed Spinach*

1 pound of frozen spinach.

2 cans cream of mushroom.

¼ diced brown onion.

¼ teaspoon garlic powder.

Bring spinach to boil in a sauce pan per directions.

Place in casserole dish.

Stir in other ingredients, cover, bake for 40 minutes at 350 degrees.

# Home Prepared Meals at the Ranch

## *DOWNTOWN ATHLETIC CLUB TAPIOCA*

### *Ingredients*

5 tablespoons tapioca  
2 tablespoons sugar  
1/8 teaspoon salt  
2 cups milk  
1 1/3 cups water  
2 eggs

### *Preparation*

Blend items together in pan and let soak for 10 minutes. Then bring to a boil. Then turn burner off. Let set for 10 minutes.

1 teaspoon vanilla to be stirred into tapioca.

Steve wrote this recipe down after eating the tapioca at a friend's house, while visiting New York City for one of the Heisman Award ceremonies.

# Home Prepared Meals at the Ranch

## ***JELLO DESSERT***

### ***Ingredients / Preparation***

1 large box of flavoured Jello brand (Gelatin.)

Prepared as directed on the box.

Add 1 envelope of plain Knox Gelatin.

Add 1 extra cup of boiling water.

Mix well.

Add fruits as desired.

Refrigerate until set.

# Home Prepared Meals at the Ranch

## *FRESH STRAWBERRY PIE*

### *Ingredients*

Graham cracker crust

1 ½ cups finely ground graham cracker crumbs

1/3 cup white sugar

6 teaspoons butter, melted

1/4 teaspoon ground cinnamon

### *Preparation*

Mix the above until well mixed.

Press into 8 or 9 inch pie plate.

Bake in oven at 375 degrees for 7 minutes.

Remove from oven, let cool then place in freezer for 20 minutes.

Remove pie crust from freezer.

Pour in and pile up fresh strawberries that are cut in half or quartered.

Sprinkle with some sugar.

Make strawberry Jello and let thicken by chilling, do not let it set up, just get it thicker.

Pour jello over the strawberries about ¾ way up the pie crust.

Place in refrigerator.

Finish setting jello (2 ½ - 4 hours).

Serve with Cool Whip.



# Home Prepared Meals at the Ranch

## *ORANGE SPICED JELLO*

### *Ingredients*

1 ½ cups water  
1 large box cranberry jello  
½ teaspoon ground cinnamon  
1 can (16 oz.) whole berry cranberry sauce  
1 cup cold water  
1 orange, sectioned and diced  
½ cup chopped walnuts

### *Preparation*

Use medium pan and bring to boil 1 ½ cups of water.  
Stir in water, jello and cinnamon into large bowl for 2 minutes.  
Stir in cranberry sauce until completely melted.  
Stir in cold water and refrigerate for about 1 ½ hours or until thickened.  
Stir in orange sections and walnuts.  
Pour into mold or dish, then refrigerate until firm.

# Home Prepared Meals at the Ranch

## ***TART APPLE PIE***

### ***Ingredients***

7 large granny smith apples (peeled and cored and sliced in long sections)

½ cup granulated sugar.

1 teaspoon cinnamon.

2 tablespoons butter.

### **Pie Crust Recipe**

2 ½ cups flour

1 teaspoon salt

1 cup Crisco

Sprinkles of water (cold)

### ***Preparation***

Sift together flour and salt.

Mix in Crisco until the size of peas.

Sprinkle water and toss with fork.

Repeat until all is lightly moistened.

Form into two balls.

Use 7 to 9 inch pie tin.

Roll out pie crust and place into pie tin.

Cut edges of pastry at top lip (smooth all the way around).

In large bowl mix apples and spices together and pour into pie tin.

Roll out and place 2nd pastry on top of pie.

Use fork to make series of fork holes in top (6 to 8 sets).

Pinch bottom and top of pie crust together at top edge to seal together.

Smear with fingers, particularly along edges.

Bake at 400 degrees for 50 minutes or until golden brown.

# Home Prepared Meals at the Ranch

## ***PUMPKIN PIE REEVES' STYLE***

### ***Ingredients***

2 large cans Libby Pumpkin (1 easy pumpkin pie mix & 1 100% pure pumpkin pie mix).

Follow the directions on each of the cans but Do Not add any sugar as recommended.

Mix contents well in large bowl.

Pie crust recipe for two pies (bottoms only):

2 ½ cups flour

1 teaspoon salt

1 cup Crisco

Sprinkles of water (cold)

### ***Preparation***

Sift together flour and salt.

Mix in Crisco until it reaches the size of peas.

Sprinkle water and toss with fork.

Repeat until all is lightly moistened.

Form into two balls.

Use 7 to 9 inch pie tin.

Roll out pie crust and place into pie tin.

Cut edges of pastry at top lip (smooth all the way around).

Place pumpkin mix contents in pie tins.

Bake at 425 degrees for 15 minutes or until a clean butter knife is inserted in center of pie and returns clean.

After pulling the knife out and it's clean, then it's cooked properly.

Cool 2 hours – serve warm or chilled.

Put optional Cool Whip on top.

## Home Prepared Meals at the Ranch

### *UTAH MARY'S BROWNIES*

Once, when Steve was visiting friends in Utah, he had seconds on some brownies and dinner rolls. Knowing he rarely ate these, a comment was made why he was going for seconds. Steve said, "It's because Mary made them taste so good". Later Mary sent Steve the recipes.

#### *Ingredients*

¼ pound margarine

1 cup sugar

2 eggs

1 teaspoon salt

¼ cup whole milk

3 tablespoons cocoa or chocolate melted

1 teaspoon vanilla

1 cup flour

Chopped nuts

#### *Preparation*

In a large bowl stir the margarine, sugar and eggs together well.

Add the rest of the ingredients and don't mix too much.

Pour into baking dish and bake at 350 degrees for 30 minutes.

They will not look done but take them out anyway.

You can ice them if you choose with your favorite icing.

# Home Prepared Meals at the Ranch

## *BEVERAGES*

When George Helmer would go over to Steve's ranch, Steve would always offer George something to drink. Steve would ask Aline and later Deborah to bring them his unique drinks. It was always some type of juice mixture that was quite refreshing.

### **Raspberry Orange Beverage**

1/3 cup fresh raspberry juice

1/3 cup fresh orange juice

1/3 cup water

### **Apple Orange Beverage**

1/3 cup fresh apple juice

1/3 cup fresh orange juice

1/3 cup water

### **Bottled water**

Various types

### **Orange Juice**

Fresh high pulp orange juice

### **Milk**

### **Goats milk**

### **Low fat milk 2%**

### **Wine or Beer**

Steve would occasionally have a glass of wine at dinner or a beer with a friend.

### **Coffee**

Once in a great while, he would drink a cup of coffee, but would sweeten it with honey.





Steve working on his “PowerWalking” invention and designing what would become his handy weight set. Steve started the PowerWalking movement and made many television appearances during this period.

# A Well-Balanced Diet

In Steve's book *Building the Classic Physique-the Natural Way*, he explains what a well-balanced diet consists of. Here are his comments on a well-balanced diet:

In addition to calories, each food contains nutrients - six groupings of bodybuilding ingredients that are absolutely essential for life. Remember that no one food contains all of the nutrients that your body requires to function optimally. Since every nutrient has a specific function in your body, a combination of nutrients is needed to make up a well-balanced diet. If you consume a nutritionally poor diet, you will eventually become ill. In fact, a nutritionally imbalanced diet could - in extreme cases - lead to death. The actual nutritional needs vary among individuals but every individual requires adequate portions of the following six nutrients: protein, carbohydrates, fats, minerals, vitamins, and water.

## Protein

Proteins have been called the fundamental building blocks of life. The word protein is derived from a Greek word, meaning "of first importance". Proteins are composed of carbon hydrogen, oxygen, nitrogen and sulphur. Protein is necessary to build and repair body tissue, but some proteins are better than others for this purpose. A complete protein contains the essential amino acids in the most useful proportions and will best build and repair tissue. The best proportioned proteins are found in such foods as egg whites, milk, meat, fish, cheese and poultry.

Plant proteins are not as complete — these are found in grains, legumes (such as beans and peas) and nuts. You will have to eat large quantities of these plant foods in order to supply the body with usable protein. For those of you who prefer to get the major part of your protein from a non-meat source, I would recommend complementary food combining in which you consume foods that complement, or complete one another in terms of amino-acid balance.

Amino acids are your body's building blocks. Although there are more than 20 amino acids, only eight are considered essential because they must be present in appropriate amounts to make up a complete protein. They are: tryptophan, phenylalanine, lysine, methionine, valine, threonine, leucine, and isoleucine.

When you combine a food like beans — that is high in lysine but deficient in methionine, with wheat, that has an abundance of methionine but is deficient in lysine, you get more complete protein utilization. (For more information on food combinations, I recommend that you pick up a copy of *Diet for a Small Planet*, by Frances Moore Lappet).

# **A Well-Balanced Diet**

## **Carbohydrates**

Carbohydrate foods are the major source of calories for people all over the world. They make up 50 to 60 percent of the American diet, and in other countries the percentage is even higher. They are easily digested and constitute the cheapest form of food energy. They are composed of carbon, hydrogen and oxygen. They exist as complex sugars and starches, which are converted through digestion to simpler sugars, which the body can utilize for energy. Carbohydrates include cellulose, which is important for roughage in the digestive tract. All carbohydrates eventually become glucose, a simple sugar, which travels through the bloodstream and serves as a source of energy for the body tissues. Important carbohydrates are sugars, starches, syrups, and honey. Carbohydrates are major constituents of vegetables, fruits, breads, and cereals.

## **Fats**

Fats are compounds of fatty acids and glycerol - another complex structure of carbon, hydrogen and oxygen - insoluble in water and greasy to the touch. The different fats in various foods help give the food its particular flavor and texture. Fats are especially important because they produce more concentrated energy - almost two and a half times as much as protein or carbohydrates. They have a high satiety value in that they take longer to digest than other nutrients and therefore keep us from experiencing hunger for longer periods of time. Fats also carry the fat soluble vitamins - A, D, E and K. Vegetable oil, butter and margarine are the concentrated fats. Most meats and salad dressings, along with eggs, milk, mayonnaise and nuts have considerable fat, plus protein and/or carbohydrates.

## **Minerals**

Minerals are found in foods mixed or combined with proteins, fats and carbohydrates. Calcium and phosphorus give rigidity to the bones and teeth. Milk is a good source of both. Minerals are also needed for normal blood clotting and proper functioning of the nervous system. Iron is a mineral essential in the diet because a lack of it can produce anemia, leaving us tired and listless. Meat and enriched bread are good sources of iron. Other minerals are essential to help maintain a normal acid-base balance in the body and other important functions.

## **Vitamins**

Vitamins are complex organic compounds found in the foods we eat. They perform specific vital functions in the cells and tissues of the body. Called accessory food factors, they are needed for normal health, including good eyesight, strong teeth and bones, freedom from infection and disease, normal functioning of the nervous system, tissue respiration and other functions.

# A Well-Balanced Diet

## Water

Water is also essential to life. It is a necessary constituent of digestive juices and of every cell of the body. Approximately two thirds of the body's weight is water. It is a major component of blood, lymph and other secretions of the body, and helps regulate body temperature. As a carrier, it aids digestion, absorption, circulation and excretion. Moisture is necessary for the functioning of every organ of the body. Most foods contain a large percentage of water. You can live longer without food, than you can without water.

Given the importance of these nutrients, choosing your food wisely is obviously important. Because you might sacrifice or compromise your nutritional needs, it would be foolish to cut out foods from your diet merely for the sake of cutting down on calories. If you're to win the losing game safely and for any reasonable length of time, you must eat a balanced .. but calorie-reduced diet. I can hear the question already: But how do I know if I'm consuming a well-balanced diet? The answer is that you could take several steps to ensure that you're eating properly. One of the easiest and most practical is to simply eat foods selected from each of the following four basic food groups:

### **The Milk Group (including milk, ice cream, cheese and yogurt).**

Most of the body's calcium comes from milk and milk products. Calcium builds bones and teeth and helps the muscles, heart and nerves function properly. Foods in this group also provide the body with significant amounts of protein, riboflavin (Vitamin B2), Vitamin A, and other important nutrients.

### **The Meat Group (including meat, poultry, fish and eggs).**

This group provides the body with protein, which is essential for strength and for maintaining and repairing body tissue. Young people need protein to grow. It also helps form the red blood cells and antibodies you need to fight infection. Foods in this group also provide the body with iron, thiamine (Vitamin B), riboflavin (Vitamin B2), and niacin. Among other sources of protein are peanut butter, lima beans and soybeans.

### **The Vegetable/Fruit Group**

Dark green and yellow vegetables and apples, pears and bananas provide various vitamins, minerals and fiber. Citrus fruits, strawberries, cantaloupe, tomatoes, cabbage, potatoes, green peppers and broccoli provide Vitamin C.



# A Well-Balanced Diet

## The Bread and Cereal Group

Foods in this group, especially those made from enriched or restored whole grain, provide the body with a large amount of iron, niacin, the B vitamins, and carbohydrates. These high carbohydrate foods provide energy, and many have significant amounts of fiber, which is also vital for your health.

The recommended daily servings from the four basic food groups outlined above are two servings each from the milk group: two from the meat and protein-rich foods group; four servings from the cereal group; and four from the fruits and vegetables group.

These recommendations are for an average person. Larger and more active people need more servings, as do pregnant and nursing women, and young people in their growth years. If you have variety in your food choices and select from nutrient-dense foods, these servings will of themselves supply essentially all necessary nutrients .. no matter how large you are or how actively you exercise.



Steve at his ranch in 1997 enjoying his goat's milk and sandwich.



## Additional Food Items

Steve would rarely eat breads at dinner, except for corn bread with chili beans. No melted cheese on anything except Lasagna. Steve didn't eat Mexican food, except shredded beef and bean burritos and tostados. He never drank any sodas of any type and very rarely had a cup of coffee. When he did have coffee, he would sweeten it by putting honey in it. No fast foods, except once in a great while he would get a breakfast burrito from McDonald's.



Steve in Switzerland in 1964. Pouring himself that rare cup of coffee.



Steve and his wife, Aline, on the set of "Sandokan the Great".



## Reeves & Helmer

Steve and I were good friends and business partners for many years. During that time, I had the pleasure of dining with Steve many times. The first time was at the ranch and I was invited for lunch shortly after Steve came to the grand opening of my gym. It was like eating with the King of England. I was sitting on one side of this huge heavy wood table with high back chairs, with Steve on one end and Aline on the other. Aline served roasted chicken, rice and peas with a large green salad and Steve's famous raspberry orange beverage. As we were eating, Steve was telling me how many grams of protein and carbohydrates were in my meal. I made sure that I didn't lose peas off my fork, that's for sure.

While in Las Vegas, at different times for various trade shows and events, we ate at many different places, from buffets to restaurants. His breakfast would always be eggs and vegetables, no toast, some potatoes, fruit and orange juice. Dinners at a buffet were beef, beef, beef, potatoes or rice, salad and occasionally some ice cream. I believe his favorite restaurants were Italian. We would eat at the Olive Garden or some really nice non-chained Italian restaurant. He would normally have lasagna and a nice salad and sometimes a glass of wine.

When we were revising the book *Building the Classic Physique-the Natural Way*, we were meeting each Saturday or Sunday at Denny's restaurant at Lake Elsinore, California, which was half way between my home and Steve's ranch. This would be in the early morning and we could go over the corrections and new text in the book and have breakfast. Steve would always have a rancher's omelette with potatoes and slices of tomatoes, and tomato juice or orange juice and on rare occasions, that cup of coffee with honey and no bread.



**Steve trying out LifeCycle at Cejay and George's Power Source Gym at the Grand Opening in November 1987. Paul Norris (far right) became the Marketing V.P. of LA Fitness Clubs and was a gym broker, who sold the gym to the Helmers.**





## Healthy Throughout His Life

Throughout Steve's life, he enjoyed extremely good health and only saw a hospital a very few times. He injured his shoulder in a motor cycle accident while making too quick of a turn and laid down the bike, then slid into a tree. This was during the time period while he was performing on Broadway in 1952. Again, he injured the same shoulder while chasing a real life run-away chariot with an actress on board, while filming in Europe. The movie was *The Last Days of Pompeii*, filmed in 1959.

During World War II, Steve was fighting in the Philippines and contracted malaria complicated by jungle fever. Because of his great health, he came through these illnesses very quickly and by the time he got out of the service, he was in top shape again. Within three months of his release from the service, he won the Mr. Pacific Coast title and within 10 months, Mr. America.

While filming his last movie *The Long Ride from Hell*, which he co-wrote and was the technical director, he developed a stomach ulcer from all the stress and worries. He quickly resolved this by reducing the acids in his system and drinking his own formulated drink. Steve knew his body and how it worked and fixed any problem that would normally arise.

Some 30 years later, in 2000 when he was 74, he thought his ulcer had returned. He thought that it returned because he was under a lot of stress at the time. Steve went in to get a checkup by his doctor, where they ran the usual tests. All of his blood work came back in really good shape and his doctor could not figure out what was wrong. Throughout the next few months, the discomfort and doctor visits increased and Steve finally noticed a small lump in his lower abdomen area. Steve's doctor decided, after a few additional tests, to schedule exploratory surgery.

Steve walked into the hospital on a Friday morning and was gone by noon on Monday. A blood clot caused by the surgery took his life. You never know when life makes that change from physical to spiritual. Steve passed without pain, standing and talking to me in his hospital room only moments before his death. He lived a healthy lifestyle, and benefited from that lifestyle, for as long as he was with us.

### STEVE REEVES FITNESS AND FILM FESTIVAL - August 2008

Top Left: Steve's bedroom furniture from his teen years. His recliner, trophies and garage wall with the workout routine written on it.

Center Left: Dave Dowling, author and good friend, giving his lecture on the film history of Steve Reeves'. Dr. Joe Vitale was there, he's wearing the white shirt second row from the bottom of the page.

Bottom Left: Display of plaques, records and other collectable items.



## About the Author George Helmer



George & Cejay Helmer with Joe Weider in center. George holding the 6 in 1 Bar he designed for Joe Weider. George also holds patents on other equipment he designed. Photo was taken in 1986, during photo shoot for Muscle & Fitness Magazine at Barnard Studios Hollywood, California.

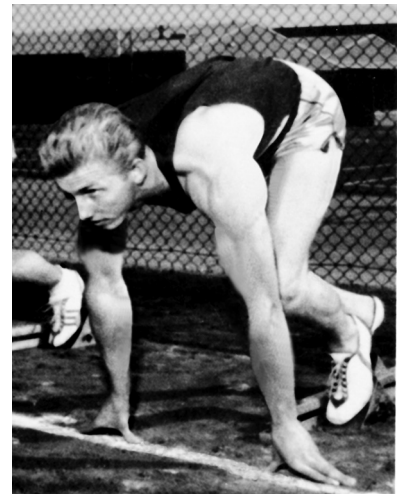
## About the Author George Helmer

Like millions of other young boys throughout the world, Steve Reeves was bigger than life to me. I remember that I was twelve, at the time when Hercules was released to the silver screen. I walked away that day wanting to be like Steve Reeves. If someone would have told me that “someday you will be close friends and business partners,” I would have told them they were crazy. After Hercules, I couldn’t wait to see the next Reeves’ film and would continue going to every film that Steve was in. Steve was one of the motivations for me to become an athlete and to be fit and strong.

I started my athletics endeavors off by swimming and water skiing. My mothers side of the family were all great water skiers and we would stay at my uncle’s place called the “Sportsman’s Lodge” on the banks of the Colorado River, located in Bull Head City, Arizona during the Summer. We would water ski for hours each day either on the river or at Lake Mohave a few miles away.

Water skiing required swimming skills and it was just a natural progression for me to take up competitive swimming. I joined the Rosemead Swim Club in my hometown, which had just put in an Olympic pool. The club was coached by a man who would become one of the top swimming coaches in the country, Don Gambril. He coached on every level imaginable and was the assistant coach for the U.S. Olympic team four times: 1968, 1972, 1976, and 1980. He was the head coach of the highly successful 1984 U.S. Olympic team that competed in Los Angeles. I can tell you that his workouts are still deeply imbedded in my memory. Swimming many miles each day and walking home after the training and then collapsing on our couch.

I also surfed on the week-ends and sometimes would skip a class if the surf was up at one of the great beaches in Southern California. I also rode many miles on my bike and would ride my unicycle down at the beach, great exercise for endurance and balance. When I entered high school, I joined the cross-country and track team. I became our leagues top sprinter and advanced to the Semi-Final rounds of California State Championships (CIF) in 1964.



After graduating from high school, I joined the Army and entered a cross-country event set up by the 6th Army out of Fort Ord, near city of Monterey California. In my first meet, I ran a 5 mile hill course and placed 2nd with a time of around 30 minutes. The officer that was in charge wanted me to run cross country for the Army, but during the process I received orders for Fort Eustis, then Vietnam. After my service, I got married and started running 10K’s and train-

## About the Author George Helmer

ing at the local gym. I did this for many years, just for fun to keep in shape. One day, I picked up a magazine at the local gym that Reeves was on the cover. I thought, “where has Steve been all these years”. I read the article and found that he lived only two hours from me in the North San Diego County, in the city of Valley Center. He looked in great shape and once again, I was motivated by Reeves. After being married for 15, years my wife and I decided to go our separate ways. I then found the love of my life, someone who had many of the same common interests as I did, we fell in love and married.

We loved running and working out and started training at Vince’s Gym in Studio City, California. Vince was a legendary trainer and a cantankerous old guy. We made a decision one day to open our own gym. We had been following bodybuilding for awhile going to bodybuilding events throughout the country and living the fitness lifestyle.

We had decided to go to a bodybuilding show at the Sands Hotel in Las Vegas in 1985. I was unaware that Steve was going to be there that day. When we walked into the lobby, Steve was sitting at a table at the end of the room. I turned to my wife and said, “That’s Steve Reeves!” she replied, “Who’s Steve Reeves? I couldn’t believe that she didn’t know who Steve Reeves was, but then again she was 10 years younger than me and she didn’t see him as I did in the movies. We approached the table where he was sitting and I noticed that he was doing a book signing. It was Milton Moore’s Jr’s book – *Steve Reeves One Of A Kind*. I purchased one of the books, spoke to him for a couple of minutes, then proceeded to the event. When my wife and I reached our seats in the auditorium, I opened the book and quickly looked at all the photos of Steve. I couldn’t believe my eyes and turned to my wife and said that I would have driven all the way from L.A. to Vegas just to meet Steve and get this book. During the contest, I started reading the book and only put it down long enough to see what was going on up on the stage. That book changed my life forever and only fueled me to know more about Reeves.

After that week-end, we started looking around for gyms and after eighteen long months finally purchased one. It was located in Rancho Cucamonga, which is near California’s Ontario Airport. We had scheduled the Grand Opening of the club for November 11, 1987. One day, I said to my wife, Cejay, that it would be really cool to have Steve Reeves at our Grand Opening. Believe me, by then she understood just who Steve Reeves was and said, “Sure, you’re going to get Steve Reeves to come to the Grand Opening?” I thought, “she’s right, how would that ever happen?”

I was working a finance manager for a major department store chain in California at the time. One of my duties a couple times a year was to oversee the physical taking of inventory at one of the our stores. I asked for the Escondido store, knowing it was within a few miles of Steve’s ranch. I thought I would drive by and check it out from the road. After checking into a local hotel, I made my way to my room. I was watching television and thought, “I wonder if Steve is



## About the Author George Helmer

in the local phone directory?" I opened the book and found Stephen L. Reeves in Valley Center. I thought, "could this be Steve Reeves home phone number?"

I took a chance and called the number and a lady answered, I said, "Is this, the Steve Reeves' residence?" Steve's wife answered, "Yes, this is the Steve Reeves' residence, this is Aline, Steve's wife." I briefly told her about our Grand Opening at the Power Source Gym and explained to her that we were a health club that believed in all natural training (No Drugs) and had a great aerobics program, promoted cross training and bodybuilding. Aline said that Steve didn't do club openings anymore, although she thought it sounded quite interesting and would let me talk to Steve about it. If he wanted to do it, she did not have a problem with it.



When Steve got on the phone I told him about the club and how much it would mean to have him at the opening of our gym. He said that it sounded very interesting and asked again where it was located. I told him it was in Rancho Cucamonga, about ninety miles from Valley Center. He said that it wasn't too far and that he would do it, but I would have to make the arrangements through Aline. After we concluded our conversation, he turned me back over to Aline.

When she got back on the phone I told her that I really appreciated Steve doing this for me and that I wasn't sure if I could afford him. I asked how much it would cost? She said it would be a thousand dollars per hour. That was a huge amount of money for me at the time, and thought for a second and said, "Would Steve come for two hours?" Aline said, "I think it would be good for Steve to get out, so hold on one second," When she came back, she said that he would be happy to participate." Arrangements were made and I gave him the directions and what I would like him to do at the opening.

## About the Author George Helmer

The day of the Grand Opening arrived and Steve arrived in his 1976 Jaguar XJS Coupe. Steve came into the club and I gave him a tour of the club. He was very impressed with what we offered. Our club had just about everything you could ask for. Great equipment, huge aerobics floor, 8,000 pounds of free weights, tanning salon, health food area, hair salon, child care area, offices, saunas, steam rooms, whirlpool spa and large bath rooms.

Steve gave his presentation on cross training and signed autographs for our guests. After two hours, Steve came up to me and said that he was having such a good time that he was going to stay around for another couple of hours at no cost. The day went well, although we did not have as huge a crowd as we were hoping for, but our advertising did not get out in time and some flyers didn't get out until the following week. The following week, the phones were ringing off the hook and people were signing up, telling us how sorry they were not to be there. Within 5 months, we could not take in one more person because the club had become so busy. Part of this was due to my wife and myself putting everything we had into the club's success and part of this was due to Steve's participation. Occasionally, Steve would come by the club and talk to the members and drop off some of his PowerWalking Handy Weights and talk to our members.

At the end of the Grand Opening, I walked out with Steve to his car and thanked him for such a great day. I asked him if maybe I could come down to the ranch one day and take a look at it. Steve said, Sure, call my wife and set up a time to come down for lunch". The next week I made that call and set it up for the following week. After that day, we would talk on the phone and I would go down to the ranch and Steve would show me different types of exercises he liked and tell me some great stories and jokes. His wife, Aline, and I became friends also, and she would tell me funny stories about Steve and we would all have a good time.

After Aline's untimely passing from a stroke, Steve was pretty devastated and I tried to make as much time as possible to get down to the ranch and visit with him. Time went on and after a few years he started dating again. Around this time I was working as an auditor and one of my clients was located in Hayward, California near San Francisco. I knew that Steve lived in Oakland, which was only a few miles away, so I decided to see if I could find his childhood home. After locating it, I took a photo of the front of the house and a few weeks later, while having lunch with Steve at Olive Garden, I showed him the photos. He said, "George do you want to hear something interesting about that house?" I said "Sure!" Steve said, "I wrote my very first workout routine on the inside of the garage wall there." I could not believe what he was telling me! I thought, "could the workout routine still be there?" Off on another quest, I had to find out if I could locate it. After many weeks and much work, I ended up with that part of the garage that had that workout on it.

I showed Steve the photos of the wall and told him that [Flex Magazine](#) was going to run an



## About the Author George Helmer

article about it in their magazine. I told him that I wanted to start Steve Reeves International Society (his fan club) and put out a quarterly newsletter. He told me that he did not think anyone would be interested and that no one knew who he was anymore. I said that I believed thousands of people were still very interested in him. I would place, small ad at the end of the article to see if anyone was interested in joining the society and receiving the newsletter. The response was overwhelming and Steve agreed to let me continue. After a year, I suggested to Steve that he needed to write a book on bodybuilding. I contacted my friend John Little and we set off helping Steve write the book *Building The Classic Physique- The Natural Way*. At that time, we formed a corporation called Steve Reeves International Inc. I continued writing newsletters and creating new products. We wrote articles for major publications and worked hard to make it all happen. We participated in trade shows and different events throughout the years. In 1996, he asked me to become the executor of his estate, which I thought I would never have to perform. Just four short years later, Steve was gone from us. I was with him at the time and was helping him back to the hospital bed, after his surgery he had a couple days earlier. As he was standing, ready to sit down, a blood clot traveled through his body and he just passed away. I couldn't believe it, my good friend had died right in front of me.

After several stressful months with his untimely death and issues with the estate, I ended up having a major stress attack that took a few years to overcome. Finally, after 3 years, it was over, the estate closed and it became a time of healing for me. Steve will live on and I'm more committed than ever to spread the work about my friend. He was a great man and lived a great life where honesty, integrity, and his handshake was his word. He truly was Hercules in every way. He was one of the greatest, if not the greatest bodybuilder to have ever lived.

## About The Author Joe Vitale



Upper Left: Succeed Magazine.

Upper Right: Joe and his lovely lady, Nerissa.

Right: Joe loves music and this is just one of his guitars in his collection.

Right: Joe sitting in his Steve Reeves Jaguar.

Right: One of many trips this one to Machu Piccho, Peru.

Left: One of the many cover shots of Dr. Joe Vitale on various magazines.



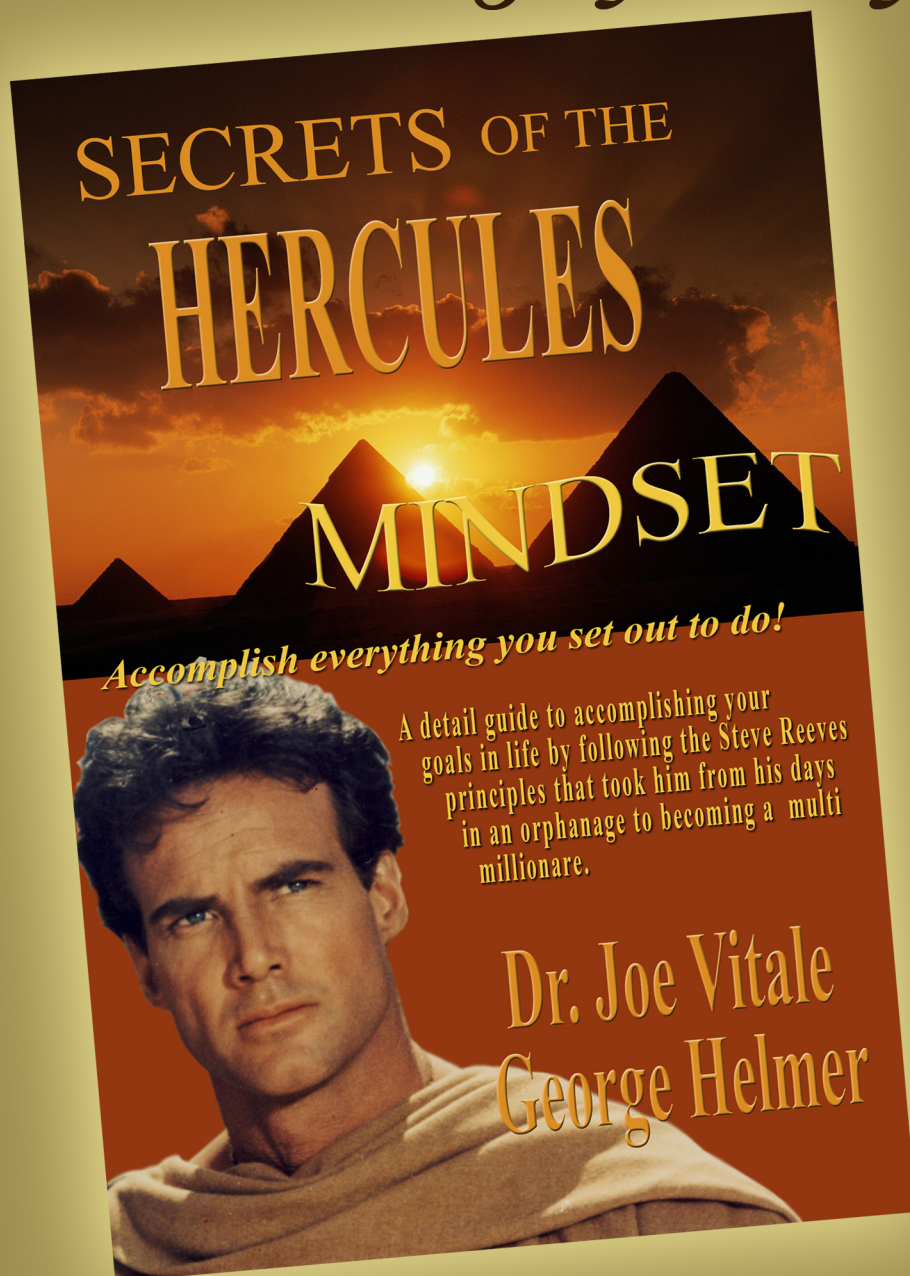
## About The Author Joe Vitale

Joe Vitale is the bestselling author of numerous books. He is the author of the international #1 best-seller, *The Attractor Factor*, the #1 best-seller *Life's Missing Instruction Manual*, the #1 best-selling e-book *Hypnotic Writing*, and the #1 best-selling Nightingale-Conant audio program, “The Secret to Attracting Money,” among numerous other works. Dr. Vitale is also one of the stars of the hit movie “The Secret.” He is the creator of Miracles Coaching. He is a long-time fan of Steve Reeves and has a collection of Reeves items, including the Jag Hercules himself drove and the Universal gym he used. He lives outside of Austin, Texas. His main website is [www.JoeVitale.com](http://www.JoeVitale.com)



Joe Vitale purchased from George Helmer Steve's 1976 Jaguar, which had been sitting for 8 years. Joe asked George, a noted car builder, to oversee the restorations on Steve's Jag. The picture above was taken at the Steve Reeves Fitness and Film Festival in 2008. This event was held near Steve's ranch in Valley Center, California and was the first outing for the car.

*Here's the book that  
could change your life!*



*Visit: [www.stevereeves.com](http://www.stevereeves.com)  
[www.joevitale.com](http://www.joevitale.com)*





Right: Dr. Joe Vitale is the bestselling author of numerous books. He is also one of the stars of the hit movie “The Secret” and a longtime admirer of Steve Reeves.

Below: George Helmer, former business partner and friend of Steve Reeves. He is the President of Steve Reeves International.



This book was written for those who want to eat healthy and be strong. Steve had a no non-sense approach to his food intake. He wanted to have the energy to perform what was asked of him in all areas of his life. He was considered as one of the greatest bodybuilders of all times and was not enhanced by any types of

drugs, just good food. He made personal appearances, promoting non-steroid good nutrition bodybuilding wherever he went.

Steve Reeves was also a major film star, starring in such movies as “Hercules,” “Morgan the Pirate,” and “Thief of Baghdad.” He was considered an expert cattle and horse breeder, and owned two ranches. He was an all around fitness & nutritional expert and invented and coined the term “PowerWalking”. He authored such books as *PowerWalking*, *Building the Classic Physique - The Natural Way* and *Dynamic Muscle Building*. This book contains his food recipes and were taken directly from his recipe index box and from the people who knew him best.

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