

Colorful Physical Culturist, Bernarr Macfadden, 87, Dies

PRIMA Jersey City, N. J.—(P)—Bernarr Macfadden, colorful exponent of rugged living who regarded old age as "just a bad habit," is dead at 87.

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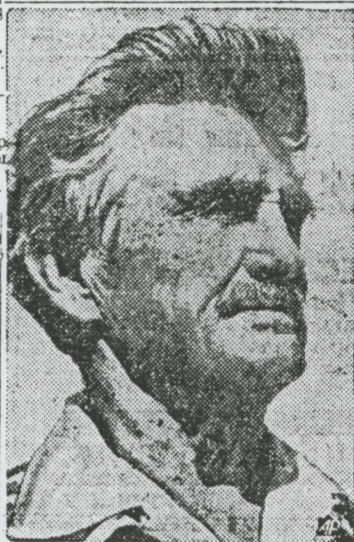
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The onetime millionaire publisher died Wednesday night at Jersey City Medical center following an attack of jaundice.

His physician said the attack, which brought him to the hospital last Friday, had been aggravated by a three-day fast. The death



BERNARR MACFADDEN.

certificate listed the cause of death as "cerebral thrombosis."

From a sickly child, Macfadden built himself into a hardy physical specimen and amassed a fortune estimated at one time at 30 million dollars.

Income Dwindles.

However, involved in recent court disputes with his second and third wives, he listed his income at \$8,400 a year after taxes.

Macfadden once was publisher of such magazines as Physical Culture, Liberty and True Story, and his former newspaper holdings included the New York Evening Graphic, the Detroit Daily, the Philadelphia News and the New Haven Times.

In his vigorous lifetime, Macfadden was wed three times and had a total of nine children. A son was with him when he died.

Old age held no peril for the lusty health enthusiast, who observed his eighty-third birthday by parachuting 2,500 feet into the nearby Hudson river.

While in his early 80s Macfadden still piloted his own plane and enjoyed fast games of tennis. He spurned medicines, whisky, tobacco and white bread, and avoided doctors.

Often Fasted.

It was his regular habit to go without food for one day a week, frequently fasting as long as two weeks but drinking a lot of water in these periods.

A native of Missouri, Macfadden launched his career by teaching physical culture at the age of 18. He started publishing a health booklet on a regular basis, which grew into Physical Culture magazine.

His first and second marriages, to Marguerite Kelly and Mary Williamson, respectively, ended in divorce. He was estranged from his third and last wife, Mrs. Jonnie Lee.

Macfadden came to New Jersey, where he lived in a modest Jersey City hotel, when a New York court held him in contempt for failure to pay alimony and counsel fees to his third wife.

Meanwhile his second wife was seeking to prevent him from disposing of an Englewood, N. J., residence she claimed belonged to her under a separation agreement.

Held in Jail.

Macfadden said he was broke and that he gave all his money to a health foundation bearing his name. He spent three days in a Jersey City jail last April when unable to raise \$20,000 bond in his third wife's alimony case. She obtained a writ preventing him from leaving New Jersey until settlement of her claim.

A public relations man for Macfadden and the family has said the ex-publisher's estate would be less than \$5,000.