



YOUR TIME



ighting for Fitness
e over, Curves. Now there's a hot
h club designed just for the boys

FREY RESSNER

UYS, IMAGINE IF YOU could work out for 20 minutes just three times a week, lose weight without your frustrations at the gym, and then envision doing the same thing: you can sweat and burn fat without insulting women because it's a men-only club. Welcome to Blitz.

In the 14 years since the first Curves fitness club for women

opened, the single-sex, express-gym business has exploded, accounting for close to 25% of the entire U.S. health-club market. Figuring what works for women should do just as well for men, a number of male-only gyms—like Blitz—have recently sprung up around the country. Blitz was launched last year by Scott Smith, 46, a former Curves franchise owner who wanted to adapt for men that company's quickie regimen. Today Smith counts 86 Blitz locations in the U.S. and Canada.

(There's even a franchise in Guatemala.) The gyms, many of them found in strip malls, are set up like mock boxing rings, with members moving between machines and punching bags at the sound of a bell that rings every 30 seconds. "I don't care what your size or strength is," says Smith. "At the end of two 10-minute circuits, you'll wear yourself out and get blitzed."

As with Curves, the gender-restrictive Blitz policy hasn't yet been successfully challenged in court. In 2003 a suit against Curves's women-only policy in Wisconsin resulted in a new bill exempting single-sex fitness centers from the state's discrimination statutes. Curves executives believe men-only gyms won't work because males don't need the sense of support that women crave. But, says Brooke MacInnis of the International Health, Racquet & Sportsclub Association trade group: "The jury is still out." Blitz also offers something that Curves doesn't—a chance to play Muhammad Ali, if only for 20 minutes. "At other gyms I'd sit on a stationary bike for 45 minutes and never see results," says David McWilliams, 42, a manager at Louis Vuitton. "But here it's really fast-paced. You really have to move around."



SERIOUS CEREAL

Modeled on *Seinfeld's* kitchen, stores in a new chain of cereal-only cafés sport cabinets stuffed with 33 types of cereal and 34 toppings, from dried blueberries to Pop Rocks. Cereality customers pay \$4 a bowl, then choose and pour their milk—soy, flavored, skim or whole. At the Tempe, Ariz., flagship, "Cereologists"—pajama-clad servers—serve up plain old corn flakes as well as fancier combos. Among their popular concoctions: Devil Made Me Do It, combining Cocoa Puffs and Lucky Charms with chocolate milk and malt balls. On Nov. 29, a 1,500-sq.-ft. Philadelphia outpost is set to open. The chain's slogan? "95% of people like cereal; 57% like sex. We have cereal." —By Jeremy Caplan

BROTHERS OF INVENTION

Talking pictures were barely a year old when anarchy broke loose at the movies. At the start of *The Cocoanuts*, Groucho Marx stalked down the steps of the Ritz and spat

the new DVD is pretty skimpy: no commentary, no documentaries, just three short clips of Marxes on the *Today* show. Nor is the ribaldry intact; a famous line ("I think I'll try and make her") from the *Animal Crackers* song *Captain Spaulding*, cut long after the film's release, is still missing. But why pick nits when the movies deserve such high Marx? With dialogue crafted by George Kaufman and S.J. Perelman and snappy tunes by Irving Berlin and the Kalmar-Ruby team, the films have a racy pulse to offset their primitive technique. Savor Groucho's balletic brashness and his sublime foil Margaret Dumont. Find the source of the immortal jape: "Go, and never come back!" —Well, who