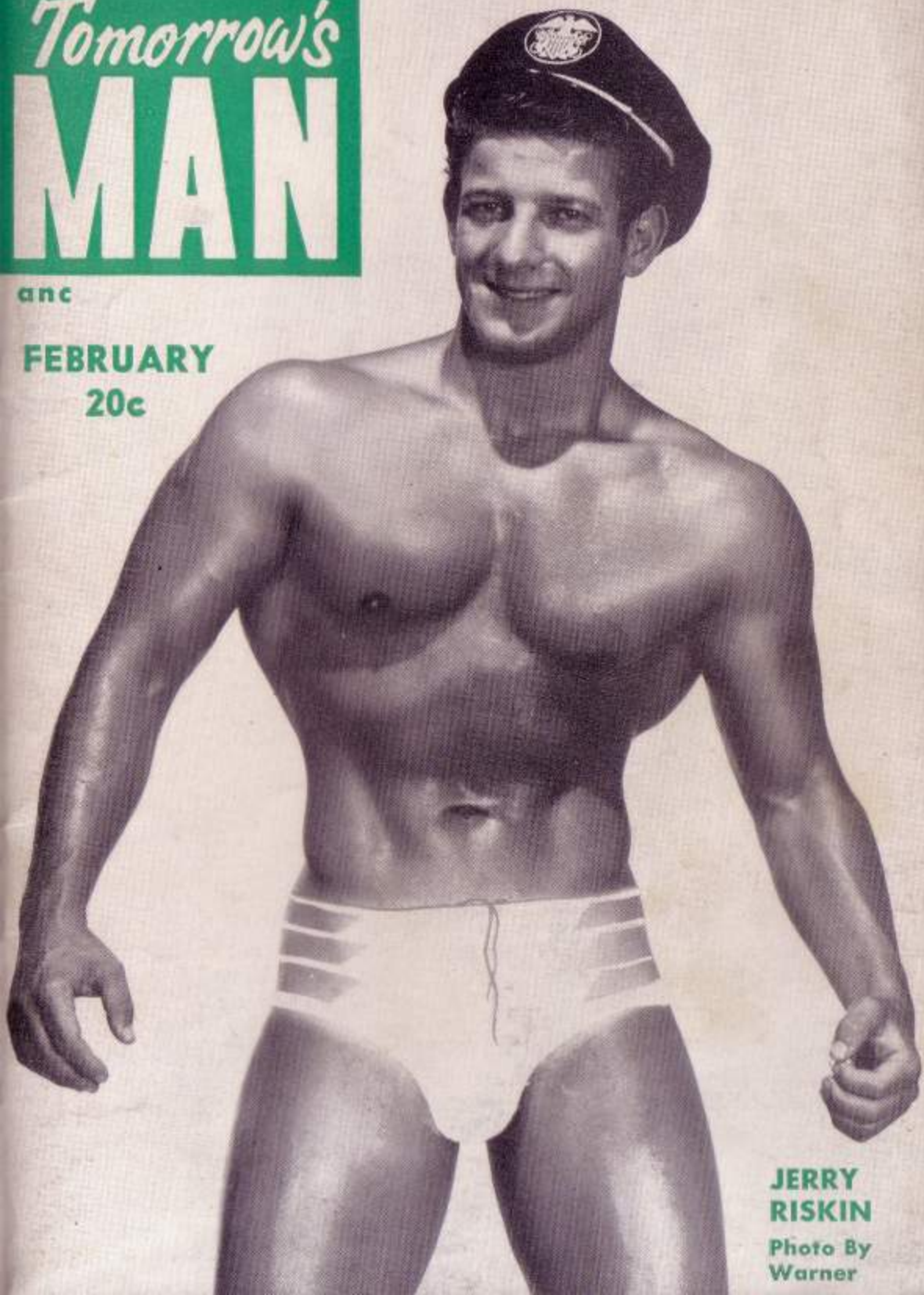


Tomorrow's
MAN

and

FEBRUARY

20c



**JERRY
RISKIN**

Photo By
Warner



Criticism ... and Ax Grinding

IN A FIELD such as bodybuilding, there is bound to be disagreement. So many theories have been advanced on the subject, that it would be surprising if there were agreement on the question as to going about building a masterful, powerful physique.

Disagreement is naturally expressed in criticism . . . and of course, there is nothing wrong in honest disagreement and criticism. But there is a difference between honest criticism and *ax grinding!*

When we first began working with food supplements, there was little disagreement with our methods. However, when our work in nutritional therapy began to cast a shadow over the other phases of the bodybuilding business, the barbell manufacturers began to get worried. A barbell manufacturer, threatened by possible loss of income due to the discovery of a new system which is not dependent on heavy weights, naturally turns to criticism . . . or in this case . . . ax grinding. He attempts to debunk the new system because he wants to keep turning chunks of iron into income.

Fortunately, the truth cannot be debunked. Our new system has proved its effectiveness in actual case histories. Don't miss the latest of these on page 34!

Honest disagreements . . . and honest criticism . . . are desirable elements in any field. The important point is to be able to distinguish what is honest criticism . . . and what is criticism with an ax edge on it. Ask yourself: "Does this guy have an ax to grind?"

← **LEFT:** Joe Schneider in an impressive shot by Spectrum Films. For more of Joe, see "Fish Fry Tonight" on pages 18-22.



Tomorrow's MAN



Forrester Millard is the model in our new name plate. AMG photo.

Volume II

FEBRUARY 1954

Number 3

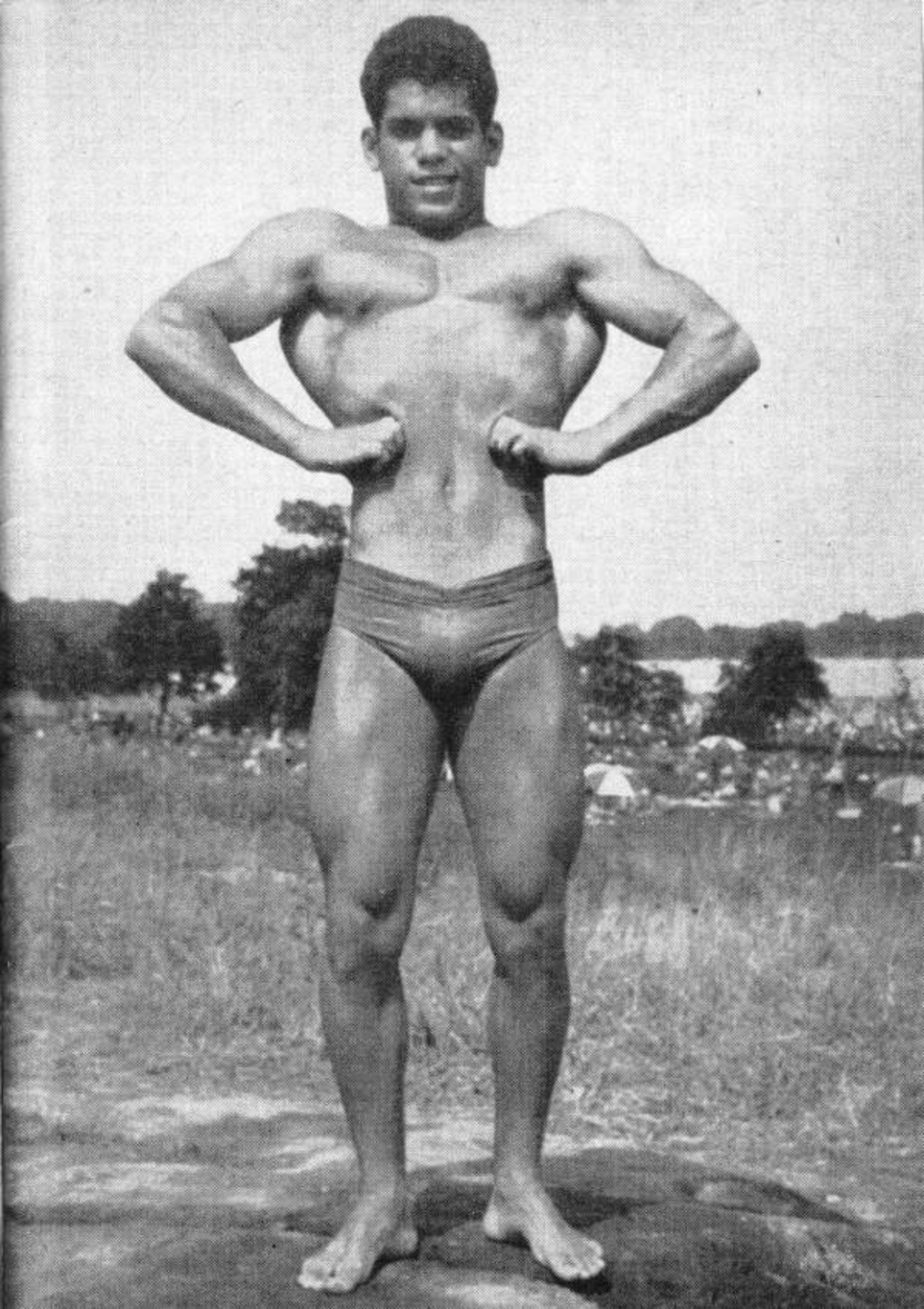
IN THIS ISSUE

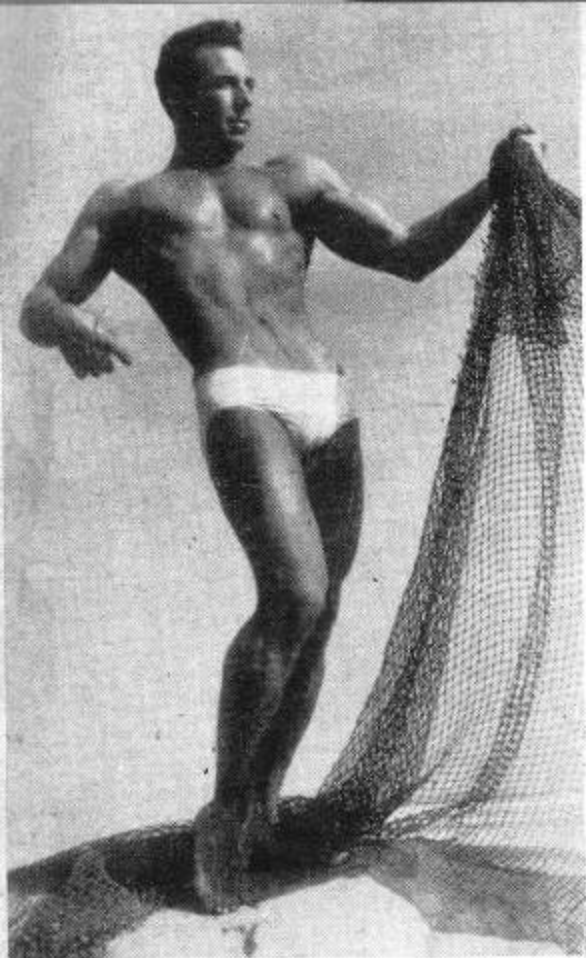
Criticism and Ax Grinding (Editorial)	3
Frank Veitenheimer, Boy Wonder	8
A is for Abdominals (Exercise)	12
Fish Fry Tonight (Picture Story)	18
Just Call Him "Chesty"	24
Side Raises (Exercise)	28
That Kinsey Article	30
Before and After Case History	34
The Vitamin Story	38

ON THE RIGHT, Rusty Meyer, a well built youngster in a photo by Frank Ryan, one of TM's contributing photogs.

Irvin Johnson Editor and Publisher
William Bunton Managing Editor
George MacGregor, M.D. .. Consulting Physician

TOMORROW'S MAN is published monthly by the Irvin Johnson Health Studio, 22 E. Van Buren St., Chicago 5, Ill. Subscription rates are \$2.00 per year for 12 issues. All manuscripts and art submitted become the property of "Tomorrow's Man," and submission of material will be construed as permission to publish same without further correspondence. No material contained herein may be reproduced in any manner except by written permission. Foreign Subscriptions (except Canada): \$3.00. FOR CHANGE OF ADDRESS: Send post card to address above, listing your old and new addresses.





DRAGNET? Here's a recent shot of Al Monoogan, a San Francisco bodybuilder who works out at the Walt Baptiste Gym. Al is 26 and weighs 170 pounds at 5'9". He has a nicely wedged physique, tapering down from a 46" chest to a 30" waist. The photo is by Denny of San Francisco.

See also Pages 30-31 for some of the many letters received regarding our December sex article.



"Your 'Open Letter to Bodybuilders' was the finest, most comprehensive piece of writing on the field that I have read. But it is easy to see why such an article was never printed in _____ or _____. What barbell manufacturer would cut his own throat by exposing the hoax that it is."

**Dr. K. M. (name withheld)
New York, N.Y.**

"Congratulations on your courage in tearing the lid off the barbell farce."

**M. Jacobs
Seattle, Washington**

"Thank you for the Open Letter. I am one of the 'thousands of fellows who tried barbells and failed.' Now I know why."

**Peter Townsend
San Francisco, Calif.**

"The Open Letter in your January issue was worth much more than the cost of a year's subscription."

**L. B. Jarvis
Roanoke, Virginia**

"Enjoyed the pictures of Hank Miller (your January coverman) immensely. I agree. He is perfect!"

**Elizabeth Morrey
Newark, N. J.**

"Are Don Tonry and Roger Vail twins?"

**Dallas, Texas
J. P. G.**

EDITOR'S NOTE: Nope, Don and Roger are one and the same guy. It seems that one name is real, one is a professional name . . . but we're not sure which is which.

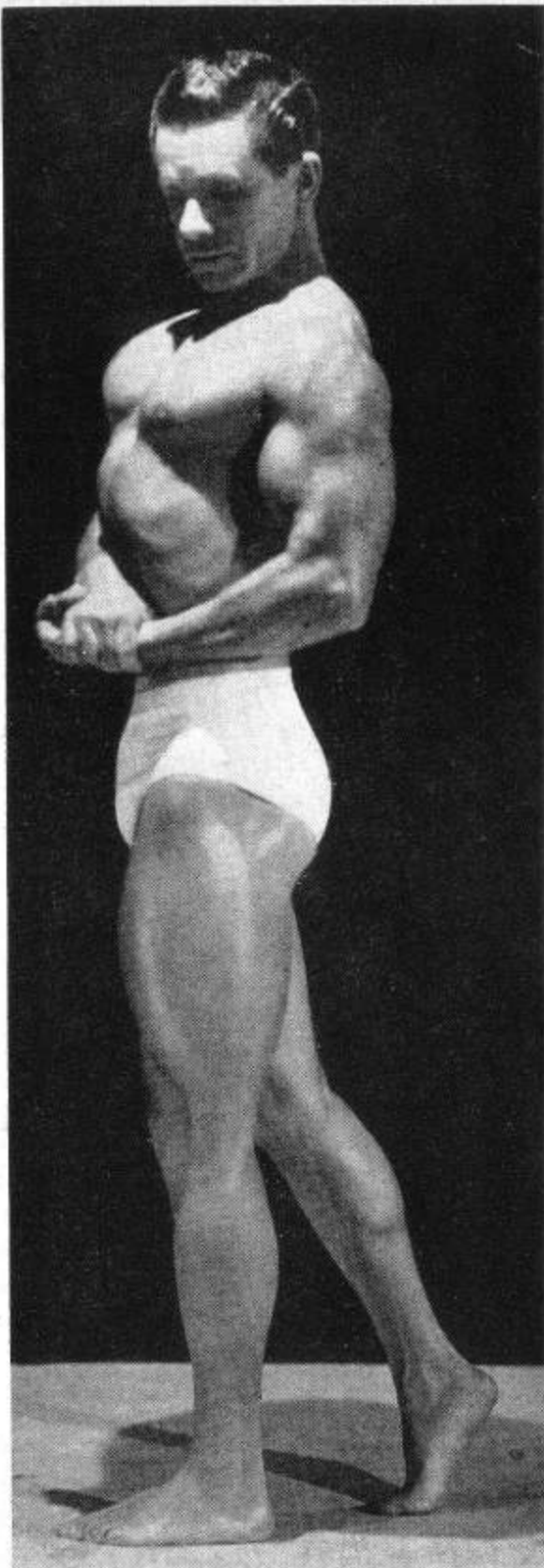
"Thanks for the many pictures of Glen Bishop in the January issue. How perfect can you get?"

**Helen Robertson
Milwaukee, Wis.**

"I like the idea of your changing your colors on covers each month."

**I. K. Z.
Philadelphia, Pa.**

GUESS HIS AGE. It's hard to believe that Leonard H. Harley of San Francisco is 50 years old! The build would be impressive for a man of lesser age. Harley has been bodybuilding for three years. He weighs 148 pounds at 5'6". This photo, by Romaine Studio of San Francisco, was entered in our recent photo contest.



Frank Veitenheimer . . .



IT'S HARD to believe that the fellow portrayed in these two pictures was ever a skinny, underdeveloped, sickly lad . . . but that's just what he was.

Now 14, Frank Veitenheimer of San Jose, Cal., has an amazing success story behind him. Two years ago he began bodybuilding at the San Jose YMCA under the tutelage of Larry Casper. With Casper's help, plus the inspiration received from talks with such greats as Bert Goodrich, Roy Hilligan, and Steve Reeves, Frank started going places. During his program, his



Photo by Athletic
Model Guild

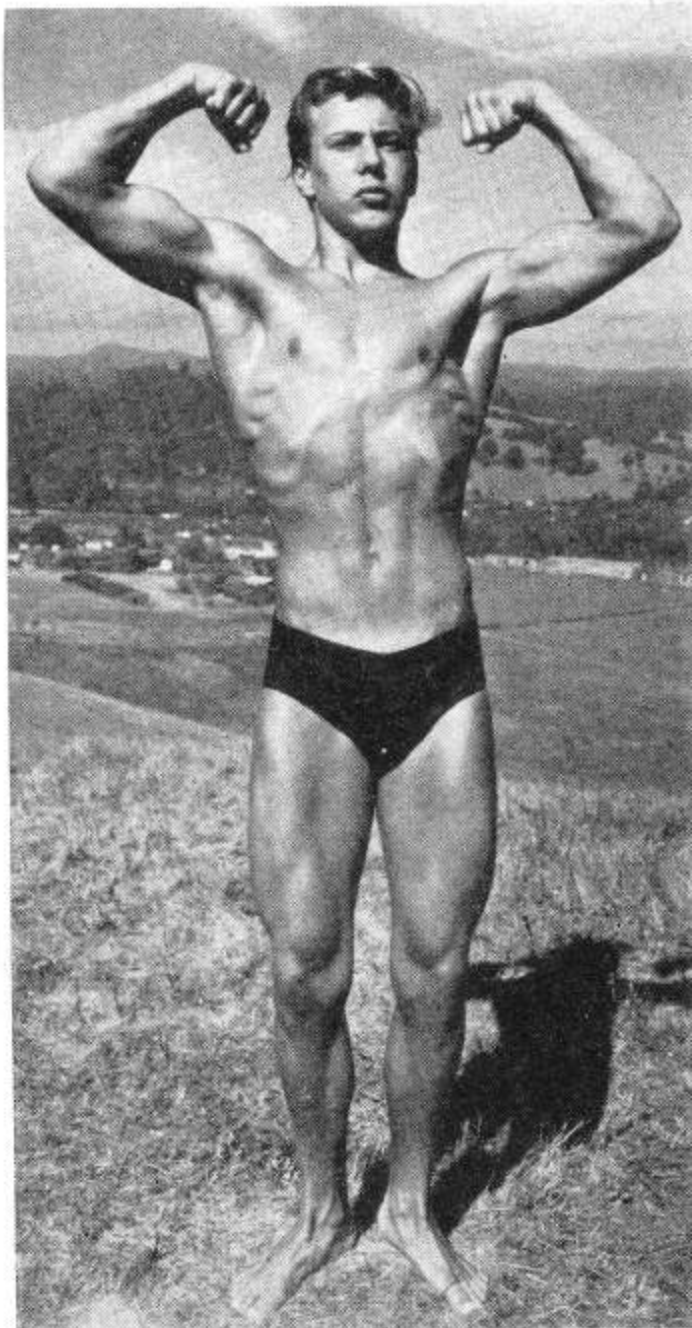
... Boy Wonder

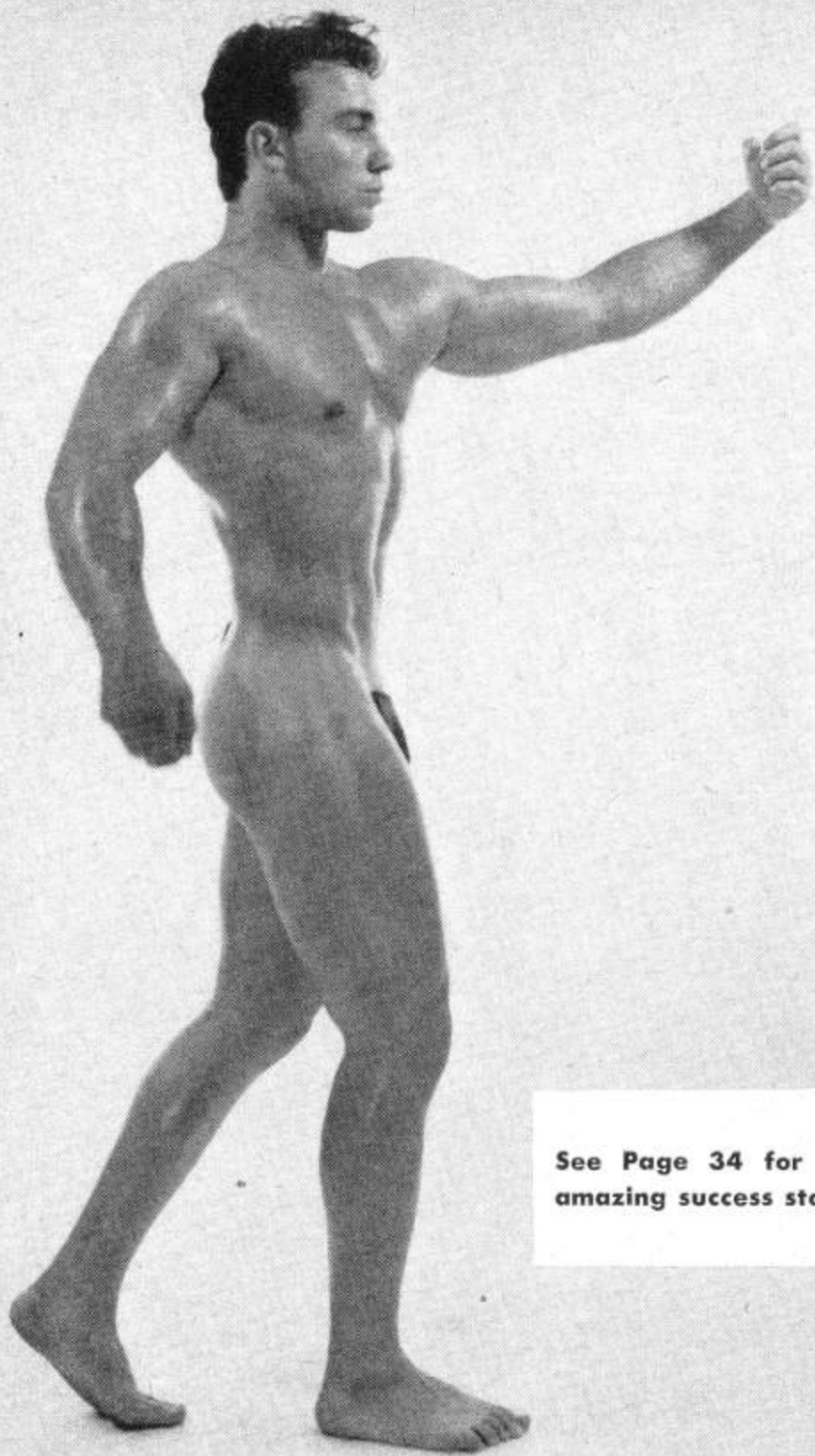
bodyweight went from 101 lbs. to 140 lbs. He added seven inches to his chest (now 41") and the bronchitis from which he had long suffered disappeared.

Last summer, he finished second in the "Mr. Junior Olympics" competition in San Francisco.

To say that Veitenheimer's physique is exceptional for his age would be an understatement. It is important to note that his training was planned along the lines of developing proportion and symmetry . . . rather than mere useless hulk and bulk.

—————→
Photo by Larry
Casper





**See Page 34 for his
amazing success story.**

How Old Can You Get?

The secret of growing to a ripe old age is to smoke several cigars each day, drink large quantities of intoxicating beverages, be as lazy as possible, give up smoking, drink no liquor, and live fast and vigorously.

As contradictory as the preceding paragraph may seem, it combines the "secrets" of longevity divulged by oldsters who are interviewed periodically by newspaper reporters.

Actually, there is no hard-and-fast rule by which you can hope to chalk off 90 or 95 years of life.

Two factors, however, do seem to have an effect on how old you will get. One of these factors is already beyond your control . . . the longevity record of your ancestors. Long life tends to be an inherited factor, but since it is impossible to switch your grandparents, it is more important to heed the second factor of long life . . . good diet.

The death of the body comes as a result of the breaking down of the individual cells which make up the body. Heart cells, for example, may break down due to lack of proper nourishment. The weakened heart is no longer

able to perform its blood pumping operations and thus the rest of the body is literally starved to death. A breakdown of a relatively small number of cells causes the death of all the cells.

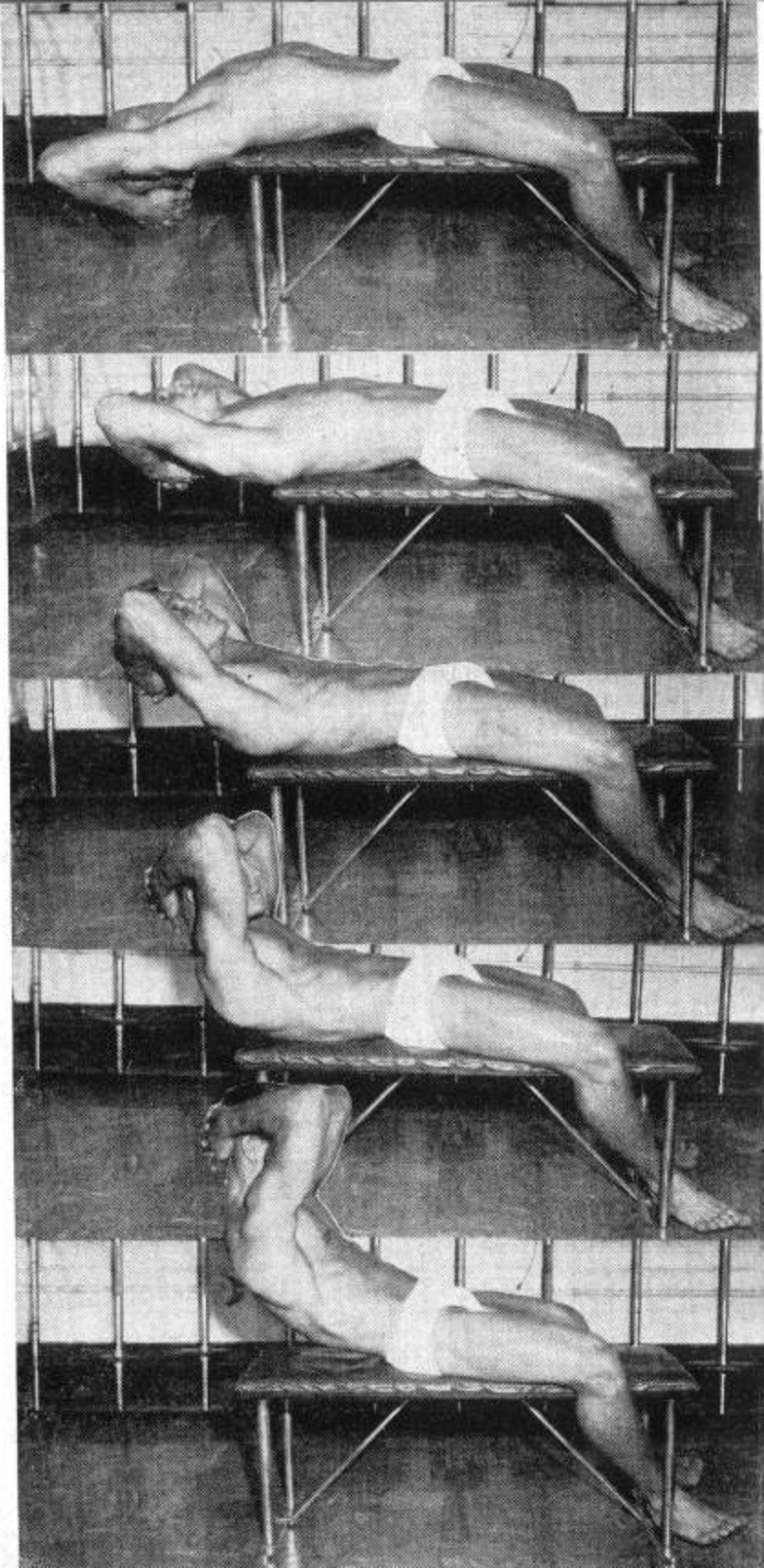
Cell breakdowns may be due to deficiencies in some individual nutriment which is vital to the well being of the cell.

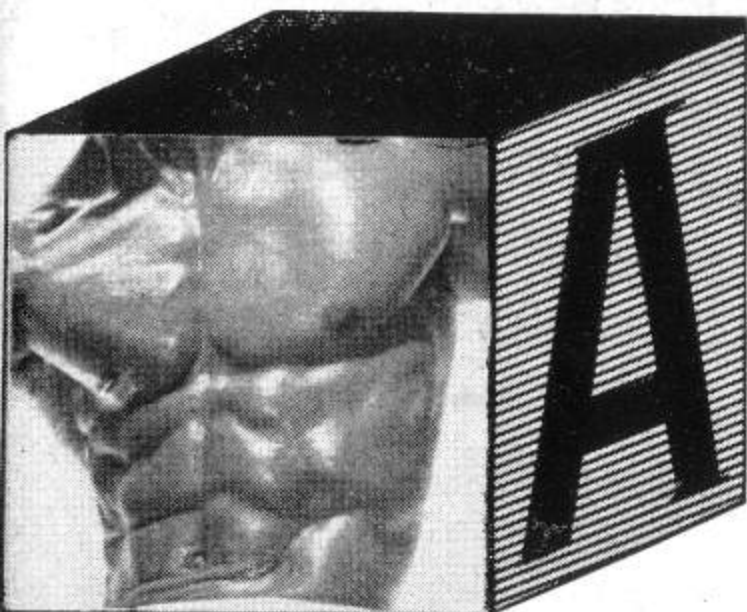
The deficiency may be in protein (the nutriment of which our bodies are chiefly built) or in vitamins . . . or in minerals . . . or in countless combinations of all three.

Nutritional deficiencies are tricky in that they are not usually outwardly visible. Years may pass before a deficiency makes itself known. An iodine shortage, for example, may cause premature gray hair, poor circulation, lack of energy, and an inclination toward flabbiness when middle age arrives.

The time to think of old age is not when you've reached it. By that time, years and years of starving yourself will have made their mark. Investing in good health now is the best plan of reaping the benefits of good health in later years.

HOW TO DO THE QUARTER SITUPS: Lying on your back on a bench with the upper body extended so that the edge of the bench is across your shoulder blades, and with your feet locked under the bench, raise your upper body to the position shown in the bottom picture. Note that you do not assume a full upright sitting position . . . hence the name, *quarter situps*. Then, lower your upper body back to the starting position as shown in the first picture. You inhale as the upper body is lowered. This exercise gives a very slight movement for the upper abdominal muscles and gives them that much-desired "chiseled" or "wash-board" look.





IS FOR ABDOMINALS

THE QUARTER SIT UPS are an amazing exercise, and unfortunately, one which has received little promotion in the past. It is excellent for building the muscles of the upper abdomen . . . that is . . . from the navel to the pectoral group.

It also serves to strenghten the rib box and prevents the well known "ricket's flare" or "pouch" which many present-day bodybuilders have developed.

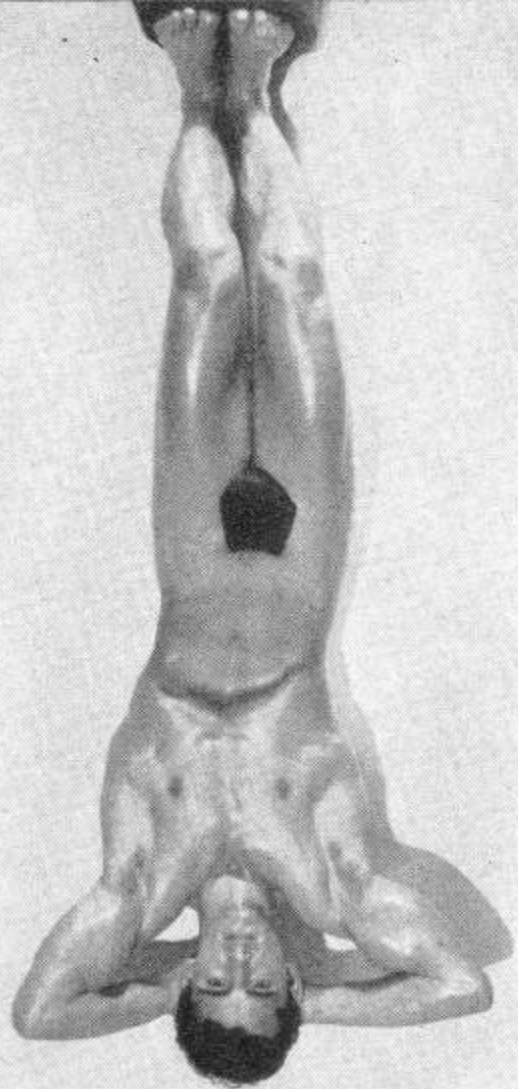
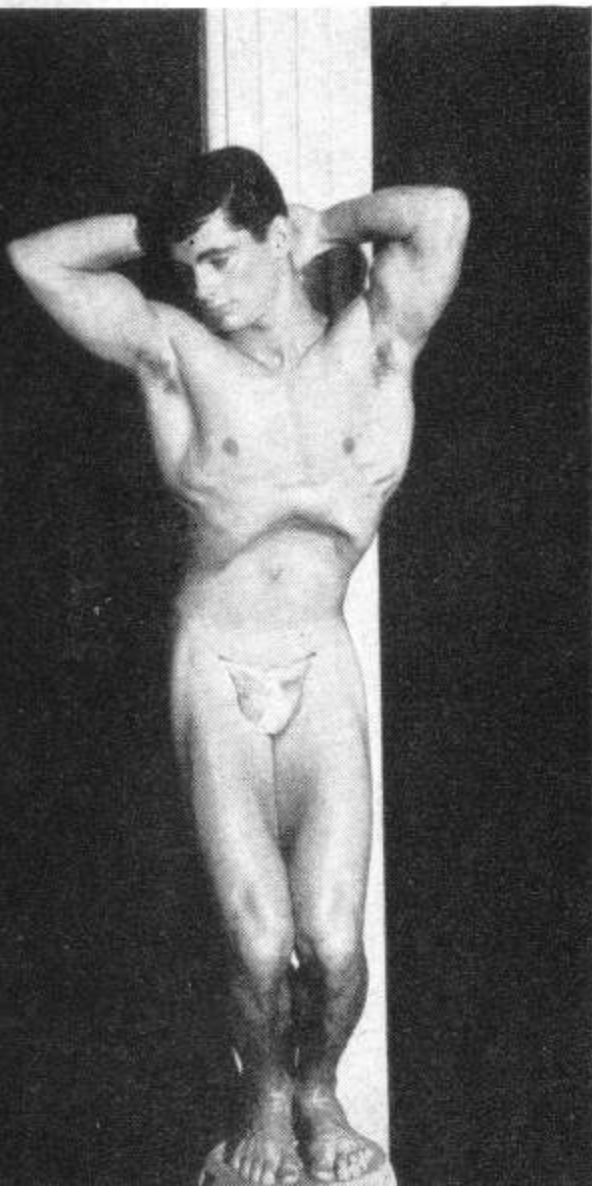
Developing these upper abdominal muscles adds strength and acts as a built-in coat of armor-like muscle wall against the well-known punch in the solar plexis.

It provides more concentration than does the ordinary sit-up and results are often more quickly noticeable. Well defined upper abdominals give a taper to the front-view torso and adds a great deal to the appearance of a steely, well-proportioned musculature, a la Steve Reeves and a few of the other really big names in the physique world.

The model for this exercise (and for the pictures on pages 28-29) is Jerry Roquemore, a young Texan who has been transplanted to Chicago where he is attending George Williams College . . . aiming at a future in physical education. He is now a steady trainee at the Irv Johnson Health Studios . . . and works out with no less a training partner than Homer Chelémengoes who has often appeared in TM. More of Jerry in future issues.

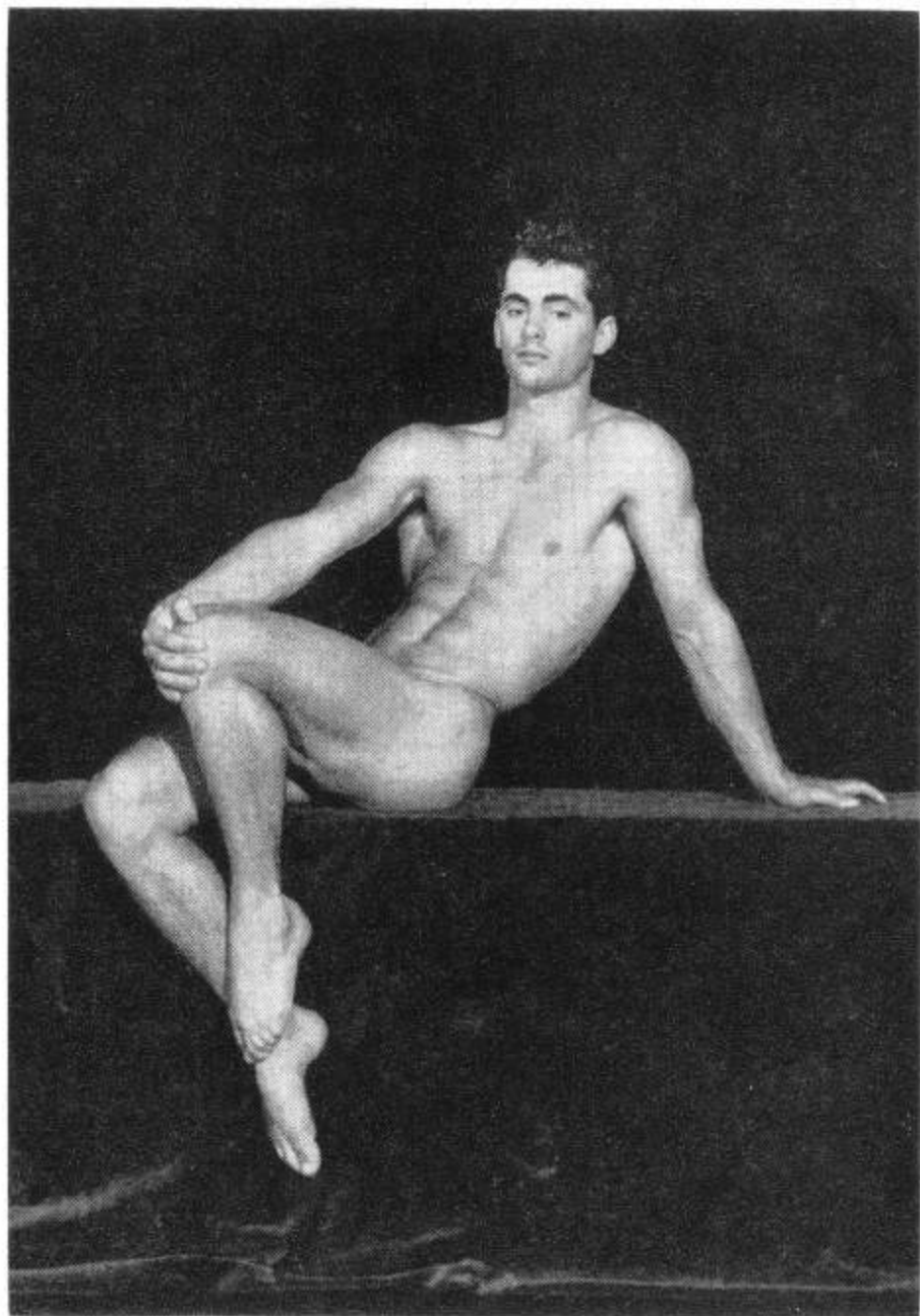
UPSIDE DOWN (BEEF) CAKE

MODERN ART critics contend that a good painting should be as pleasing to look at whether it's right side up . . . or upside down.



Our layout man applied the same principle to these two excellent shots from Athletic Model Guild and decided that the theory works on physique photos too . . . if they're as good as these two.

It helps if the model is as well proportioned as Forrester Millard.



FORRESTER MILLARD again in another AMG shot. Incidentally, he did not get the build from lifting barbells. He is an expert gymnast and possesses a "natural" physique.

a food blender

at a price
you can afford

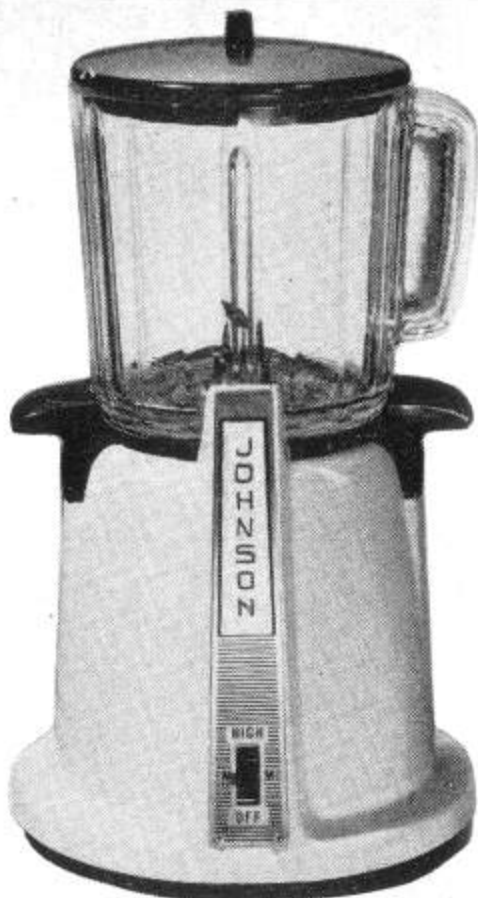
We had a blender designed and manufactured especially for us . . . knocked out "middle man" profits, . . . and offer a really top quality food blender at an unbelievably low price.

Food Blenders are now prized appliances in modern kitchens. A gadget of 101 uses, the Food Blender mixes all kinds of drinks . . . batters . . . liquids. (The lady of the house will love this one!) Health foods taste so much better . . . so much smoother . . . when mixed in JOHNSON'S TWO-SPEED FOOD BLENDER. Changes solids to liquids in a snap. Fruits and vegetables become nutritious, easy-to-digest drinks at the flip of a switch, because the JOHNSON BLENDER'S four sharp blades make 72,000 cutting strokes per minute! The second speed (Medium) cuts coarser foods at the rate of 56,000 strokes per minute.

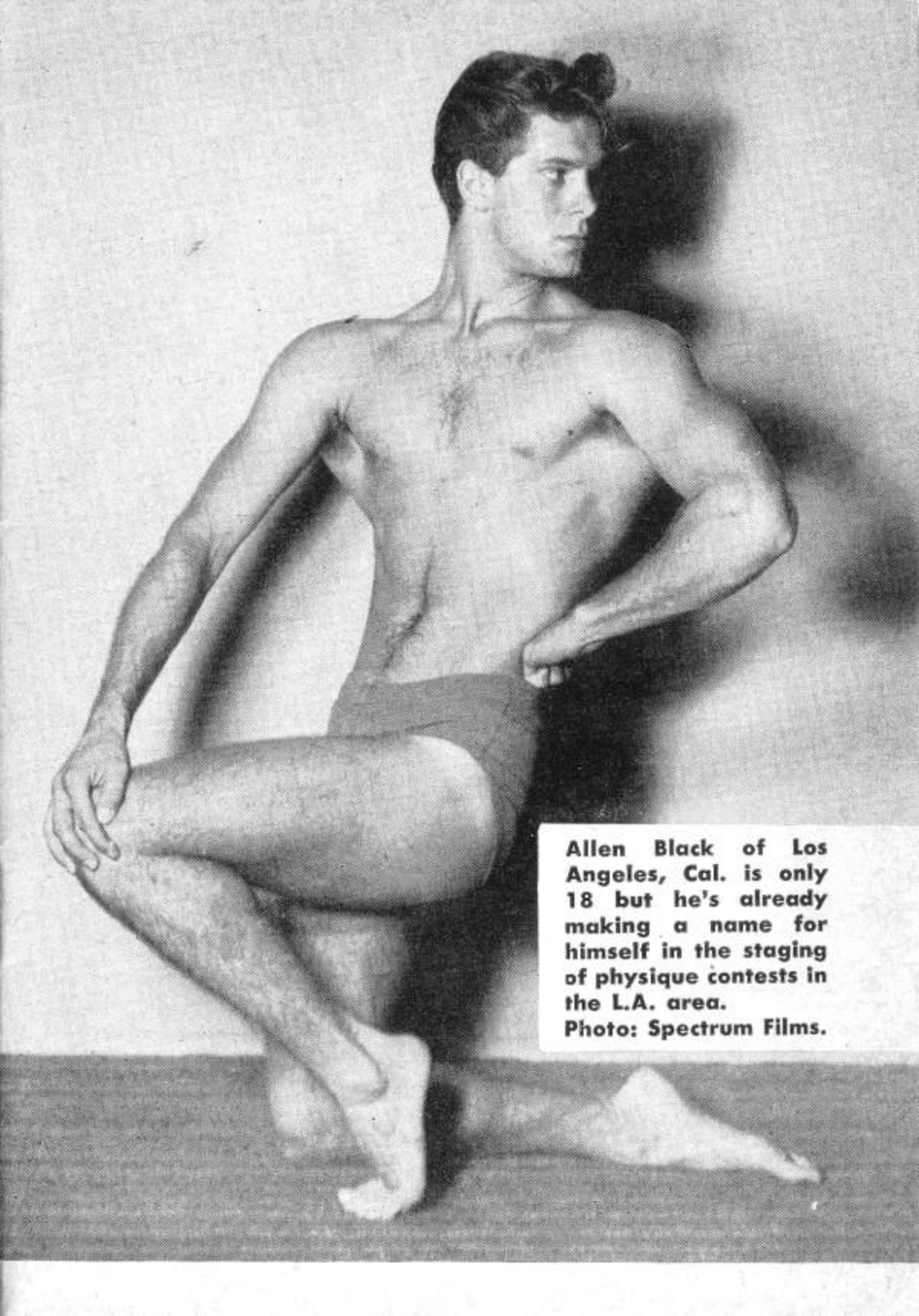
Transparent bowl has handles to avoid slipping or spilling . . . and the special dual-lid means you can add ingredients *without* turning the blender off.

In Engineer-Supervised comparison tests, the JOHNSON TWO-SPEED BLENDER equalled (or surpassed) the performance of four higher priced blenders. There's no better blender on the market today.

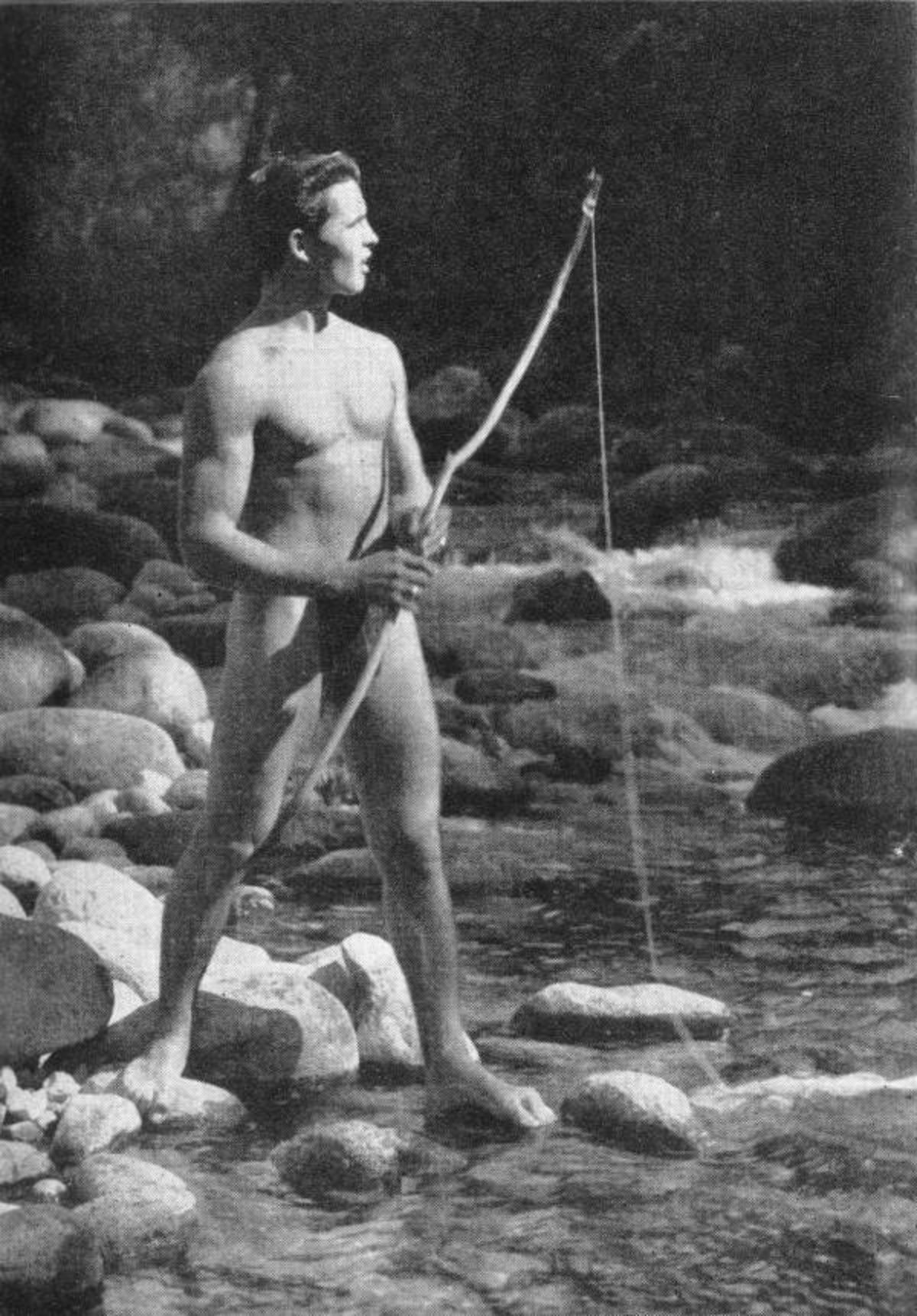
Priced just right . . . at only \$31.60. OR, if you are a steady user of Johnson products . . . send \$17.50 and 6 labels from the four pound can (or 24 labels from the one pound can) of JOHNSON'S PROTEIN 60, the miraculous new protein dietary aid.



IRV JOHNSON HEALTH STUDIOS
22 East Van Buren Street, Chicago 5, Ill.



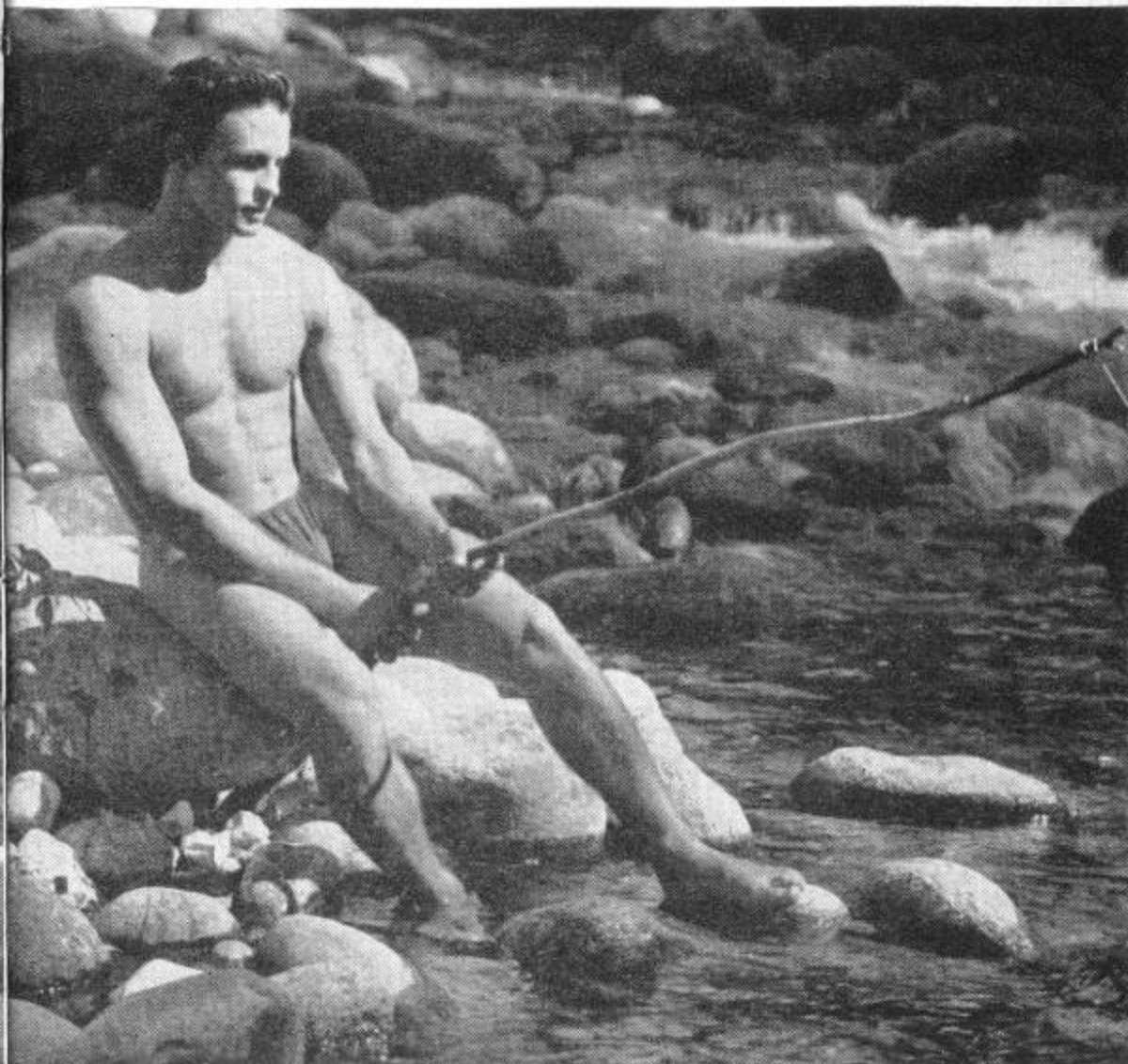
**Allen Black of Los Angeles, Cal. is only 18 but he's already making a name for himself in the staging of physique contests in the L.A. area.
Photo: Spectrum Films.**



FISH FRY TONIGHT

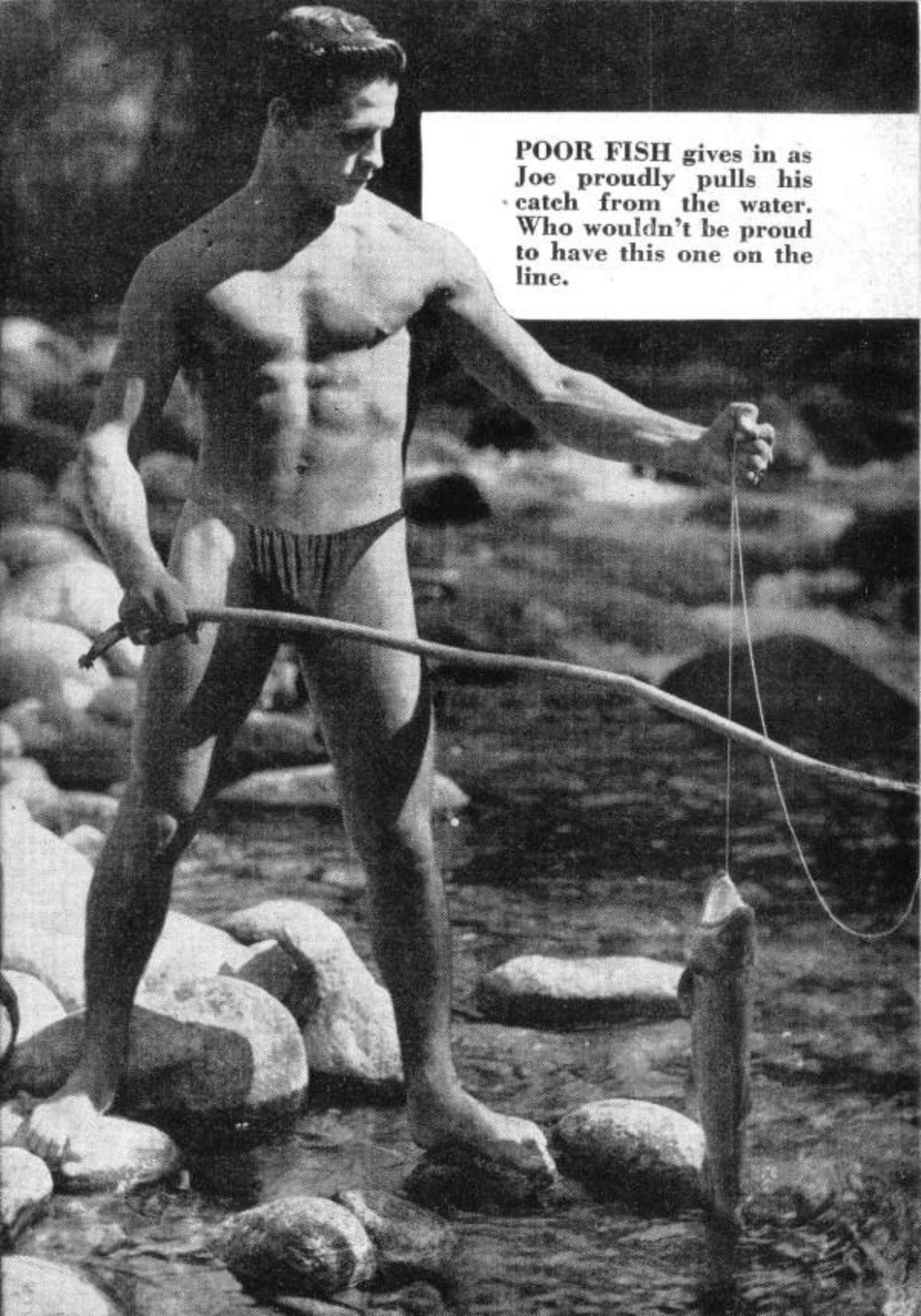
SPORTING GOODS stores would quickly go bankrupt if all sportsmen took the cue of Fisherman Joe Schneider who literally and figuratively strips for action when he sets out to hook a fish-fry-in-the-rough. The shots, by Spectrum Films, were snapped at the Big Horn River near Worland, Wyoming.

Here we see Joe patiently waiting for a bite. And on the next page . . .





JOE HOOKS ONE . . .
and it looks like a
whopper. The fishing
uniform favored by Joe
is frowned upon at
meetings of the Isaac
Walton League.

A black and white photograph of a very muscular man standing on a rocky shore. He is wearing a dark, form-fitting bikini. He is holding a long, thin wooden pole horizontally across his body. In his right hand, he holds the pole near the water's edge, and in his left hand, he holds the end of a fishing line that is attached to a fish hanging vertically from the pole. The background shows a rocky coastline with some vegetation. The lighting is bright, highlighting the man's physique.

POOR FISH gives in as Joe proudly pulls his catch from the water. Who wouldn't be proud to have this one on the line.

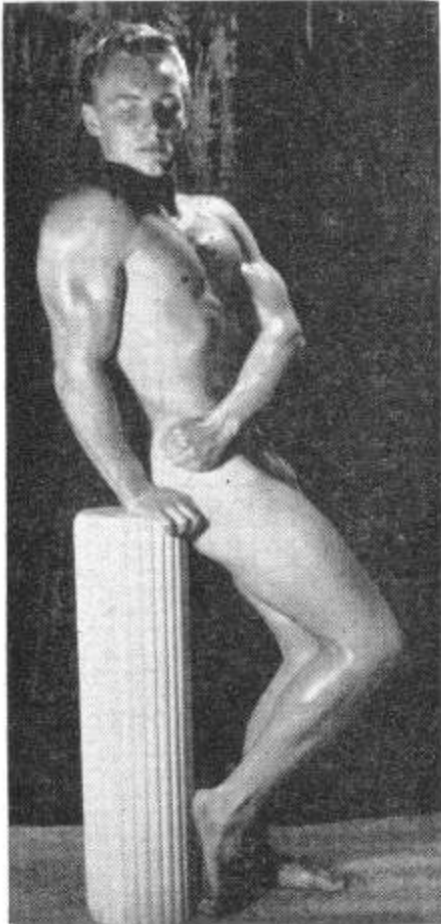


BEAUTIFUL SPECIMEN is this trout . . . soon to be sizzling over an open campfire as Joe and his buddies anticipate a succulent repast. End

THIS PICTURE FREE

of extra cost when you join the

Eye-Deal Photo Club



Yes, this beautiful 8 x 10 print is yours . . . at no additional cost . . . when you join the exclusive Eye-Deal Photo Club. As a member, you'll receive each month, an unusual 8 x 10 photo (on fine double weight matte paper) of a model chosen for his superb physique and handsome features.

EXCLUSIVE SHOTS! Will not be published in TM or any other publication!

OFFER EXPIRES March 1, 1954!

These handsome photos, made to sell at \$3.00 per print, were designed for the really discriminating collectors . . . the artist, sculptor, and connoisseur.

A New Experience in Photo Collecting!

JOIN NOW . . . under any of these three money-saving plans.

PLAN A: One photo a month . . . 12 pictures, only \$17.50

PLAN B: Two photos a month . . . 24 pictures, only \$27.50

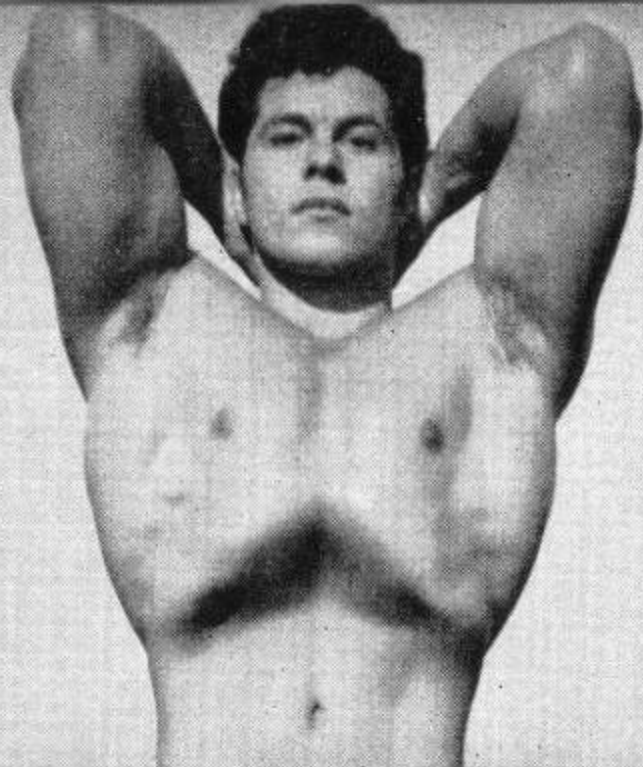
PLAN C: Three photos a month . . . 36 pictures, only \$37.50

Send check or money order in payment for a year membership to:

EYE-DEAL PHYSIQUES

22 East Van Buren Street

Chicago 5, Illinois



Just Call Him “Chesty”

AL BERMAN'S CHEST is the most . . . to say the least! It measures 50", and while TM is not usually impressed by tape measurements, a chest of those dimensions leaves us ogle-eyed.

Al is only 20, but has been on the winners' platform many times. Among his titles are: "Jr. Mr. Metropolitan 1950," "Sr. Mr. Metropolitan 1950" and "Mr. New York City 1951."

In the Mr. New York City show, Al made quite a spectacle of himself by taking all the special awards except "Best Arms."

While we're on the subject of measurements, we might as well give you the rest of the picture. Al's barrel chested torso narrows down to a neat 30" waist. He weighs 195 pounds at a height of 5'8".

The two pics of Berman are by one of TM's contributing photographers, Frank Ryan.



Happy the man, whose wish and care
A few paternal acres bound,
Content to breathe his native air

In his own ground:

Whose herds with milk, whose fields with bread,
Whose flocks supply him with attire;
Whose trees in summer yield him shade,

In winter fire:

Blest, who can unconcern'dly find
Hours, days, and years, slide soft away
In health of body, peace of mind,

Quiet by day:

Sound sleep by night; study and ease
Together mixt, sweet recreation,
And innocence, which most does please

With meditation.

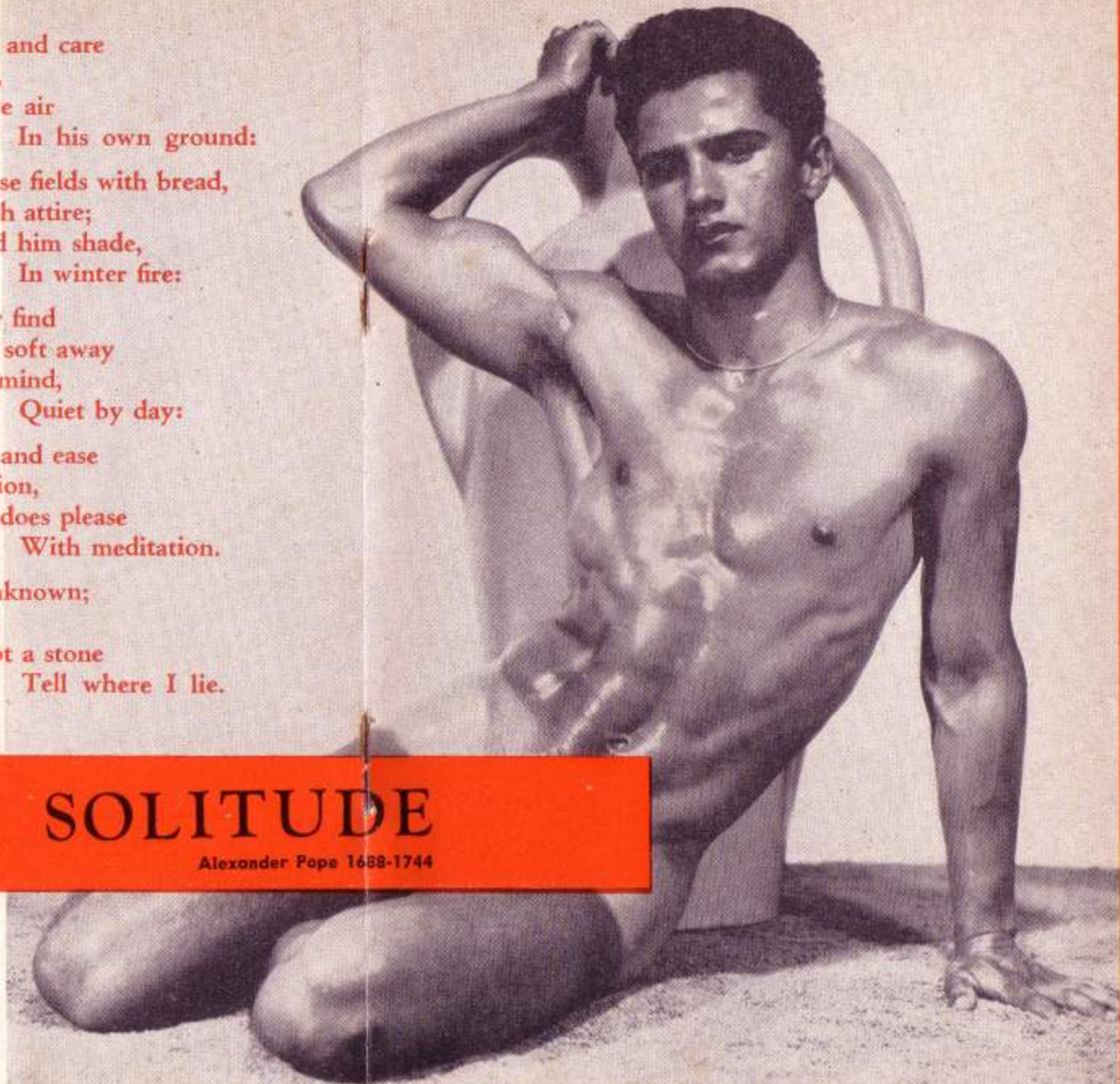
Thus let me live, unseen, unknown;
Thus unlamented let me die;
Steal from the world, and not a stone

Tell where I lie.

SOLITUDE

Alexander Pope 1688-1744

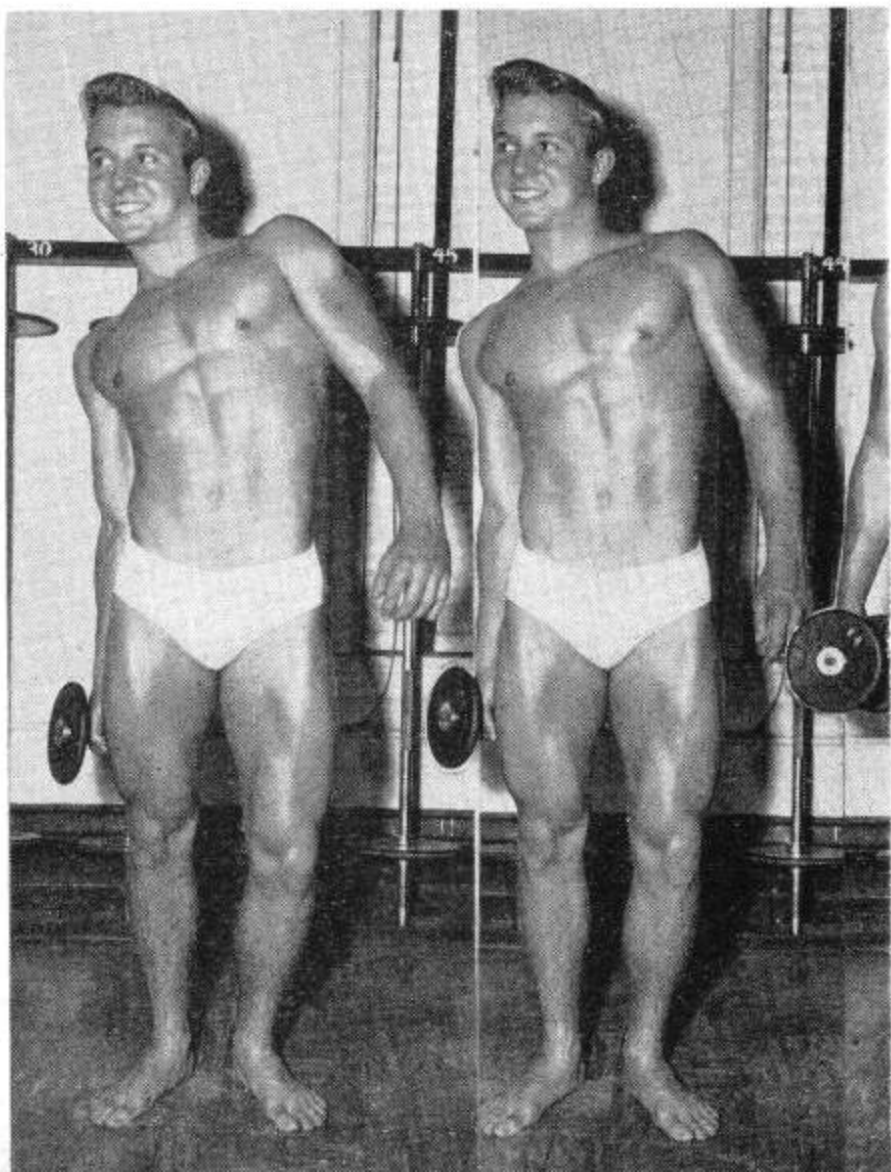
The model: Louis Venagas
The photographer: Warner



SIDE RAISES With Dumbbells

While too much emphasis on side exercises can be detrimental in that it might tend to widen the waistline, it is advantageous to include a few such exercises in your workout routine. This exercise develops the obliques, those powerful muscles which girdle the loins.

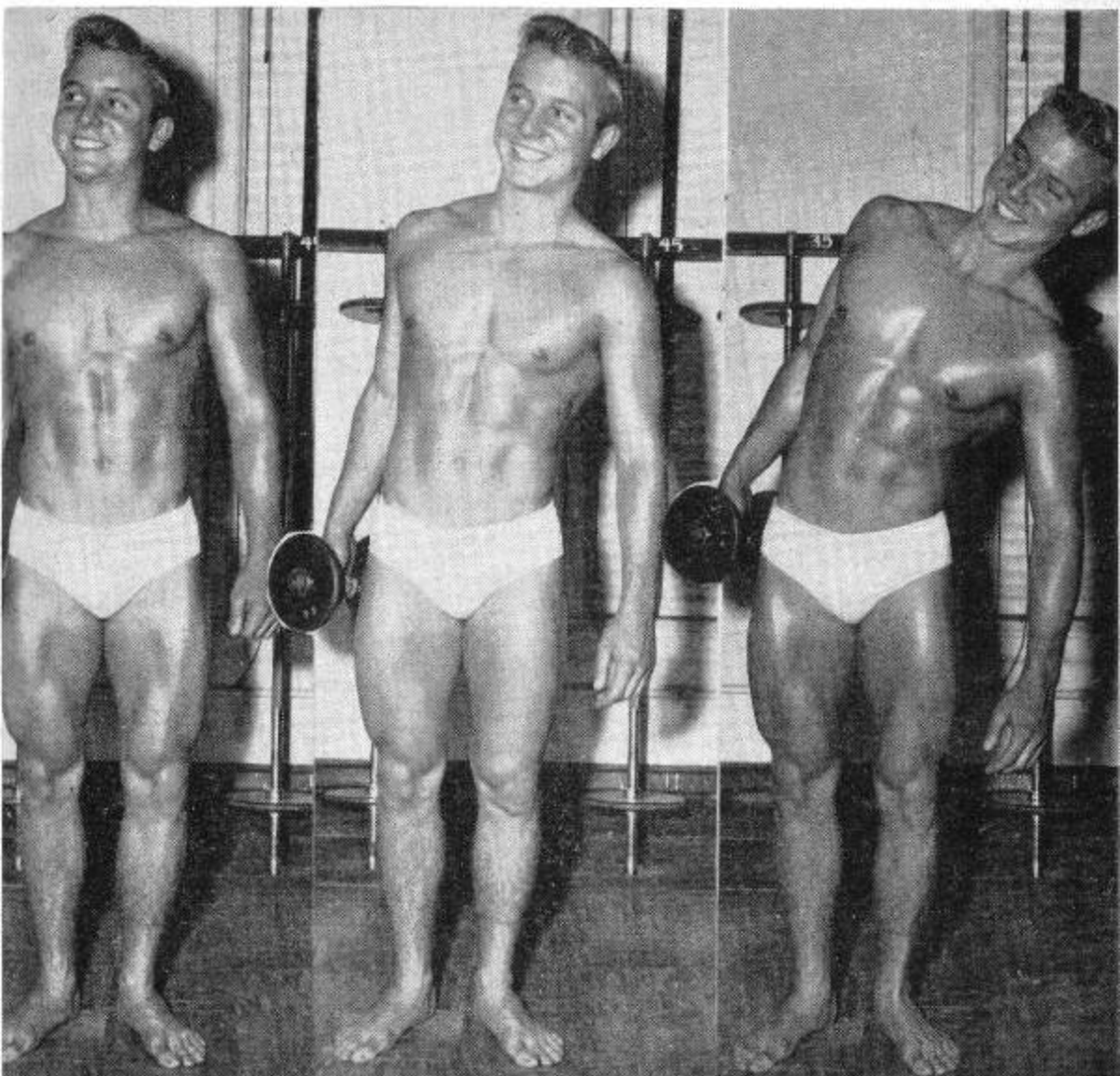
Stand erect! Hold the dumbbell in one hand. Instead of merely bending the body from side to side, you do a sort of kitty-corner movement . . . that is, holding the dumbbell in your left hand, bend the body to the left side and toward the back.



Ancient artists and sculptors considered the oblique muscles so beautiful that they accentuated them in their artistic works of male torsos. Incidentally, this fact explains why so many physique photographers prefer to have models don posing straps rather than trunks so as to avoid hiding this "classic muscle."

Bend whole upper body to the right side and also slightly forward. Return to the starting position and repeat. Hold the dumbbell in your right hand and reverse the procedure. You inhale as you lower the weight.

Our model for this month's exercises is Jerry Roquemore.



OUR READERS SUFFER A SLOW BURN FR That Kins

EDITOR'S NOTE: In our December issue, we reprinted, without comment, an article by Mr. George E. Sokolsky. The piece was titled, "Preoccupation With Sex" and we were correct in assuming that it would have a lot of reader interest. We thought TM readers might enjoy reading a few of the letters which flooded our mail room shortly after the December TM hit the stands. We've withheld the names.

"I believe that Dr. Kinsey and his associates have made a great contribution to science in their monumental compilations in the study of sex life. The studies should be ranked along with the work of Darwin and the other "greats" rather than being criticized by someone who obviously knows little about the subject!"

C. R. P.
New York, N.Y.

"If, as Mr. Sokolsky says, one can learn all about the biological processes of life by watching animals, we might emulate them and consider sex a natural appetite as animals do. If people were to suddenly take sex as naturally as do dogs, for example, . . ."

N. J. McB.
Houston, Texas

"Mr. Sokolsky states that 'Dr. Kinsey has set out to make sex unpopular.' Actually, Dr. Kinsey's compilations do not attempt to say or even suggest what is good and what is bad. He merely reported the facts as they are. It is these facts which startle the average person . . . but certainly Dr. Kinsey cannot be blamed for *making* people act as they do."

K. L. L.
Philadelphia, Pa.

"No individual is perfect . . . and the fact that he or she has strayed from the path does not necessarily make him bad. Maybe the path was wrong in the first place."

L. C. P.
San Diego, California

OM . . .

ey Article

"As they say on 'Dragnet' all we want is the facts . . . and that is what Dr. Kinsey has given us. It is not Dr. Kinsey's fault if the facts about American sex life are what they are. A newspaper reporter who reports crime stories is hardly responsible for the crimes!"

M. M. B.
Tallahasee, Florida

"Perhaps the 'bad girls' and 'bad boys' about whom Mr. Sokolsky wrote, got 'bad' because they did what came naturally, that is they learned about sex 'up on the farm' which Mr. Sokolsky recommends."

A. W. R.
Milton Junction, Wisconsin

"Mr. Sokolsky mentioned a lawyer who stated that if the law 'caught up with us for our sexual practices, most of us would go to jail.' If it is so usual to break the 'laws' of sexual behavior, might it be possible that the laws and not the behavior is in the wrong?"

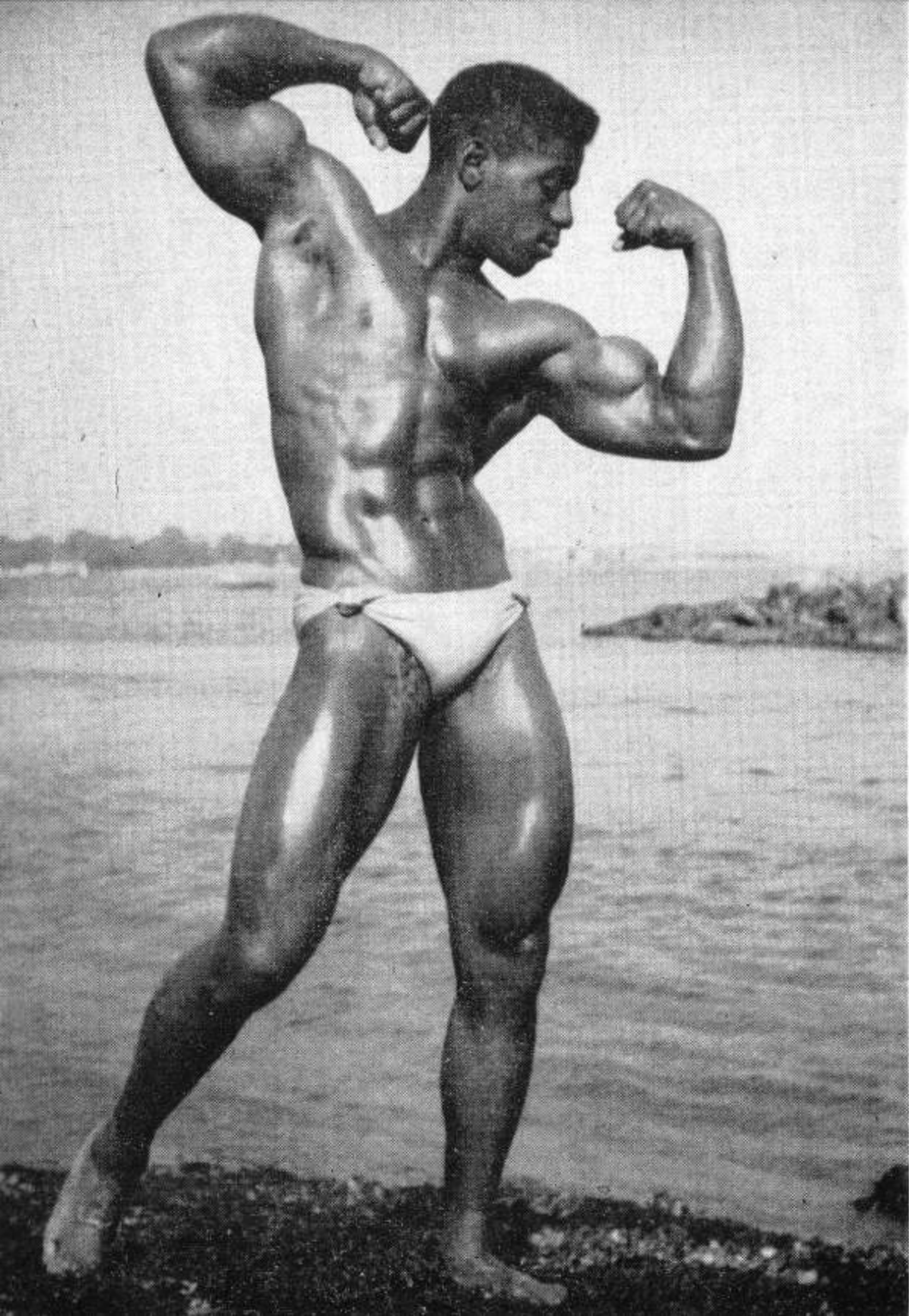
J. W. O'H.
Minneapolis, Minnesota

"When my young son is old enough, I am going to teach him the necessary facts about sex . . . but I am not going to let him learn the facts from Mr. Sokolsky's 'robins, woodchucks, rabbits, and deer.' That's the way most of the 'bad girls' and 'bad boys' learned about sex."

E. S. V.
Chicago, Illinois

"The fact remains that even in this enlightened age, people are abysmally ignorant when it comes to sex, and the word itself implies something that is obscene in the minds of most people."

G. R.
Montreal, Canada

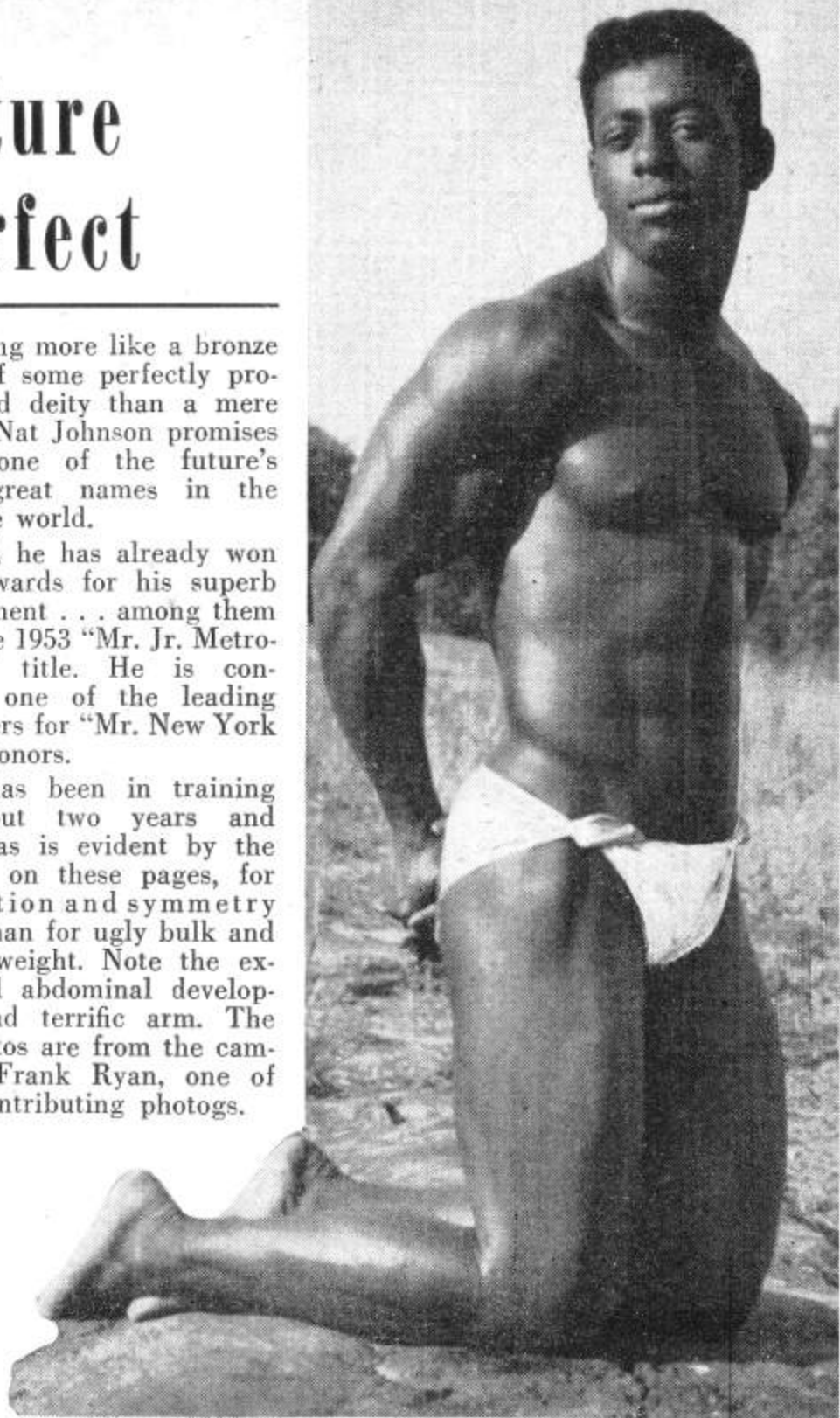


Future Perfect

Looking more like a bronze statue of some perfectly proportioned deity than a mere mortal, Nat Johnson promises to be one of the future's really great names in the physique world.

At 19, he has already won many awards for his superb development . . . among them being the 1953 "Mr. Jr. Metropolitan" title. He is considered one of the leading contenders for "Mr. New York State" honors.

Nat has been in training for about two years and strives, as is evident by the pictures on these pages, for proportion and symmetry rather than for ugly bulk and useless weight. Note the exceptional abdominal development and terrific arm. The two photos are from the camera of Frank Ryan, one of TM's contributing photogs.



From Sickness to Hea

BEFORE: A sickly, gangly, underweight kid, shown here after one and a half years of weightlifting.

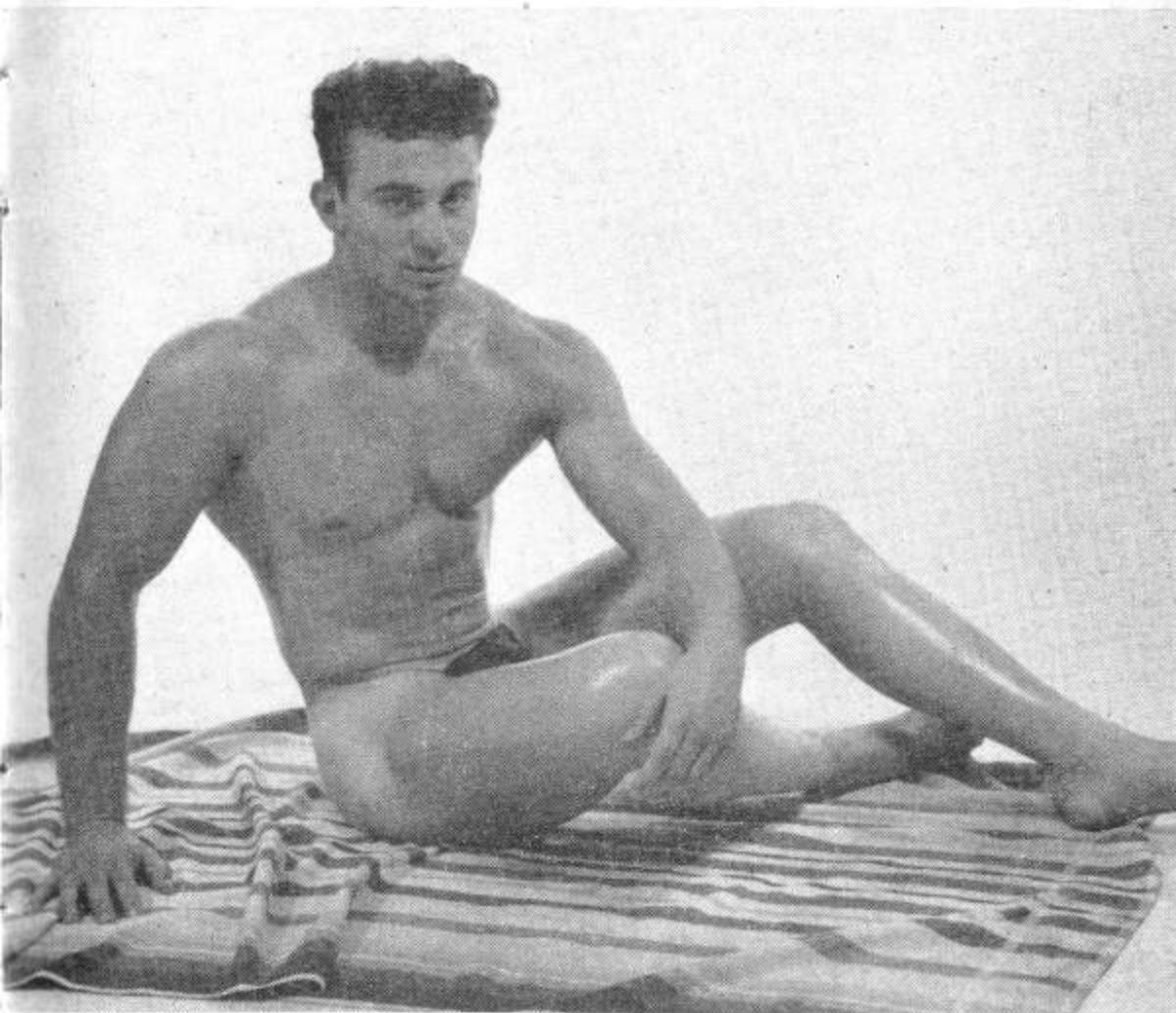


CRITICS of the revolutionary new Johnson program of scientific bodybuilding and nutrition are beginning to admit that the system does have

a certain amount of effectiveness. They can do little else, in view of the living proof of its success as shown in the famous "Before and After"

Ith: The Johnson Way

AFTER: A dynamic, muscular man . . . known as one of the strongest men in America for his age and weight.



cases.

However, they contend that while the new system may build handsome, well-proportioned physiques, it does not

build strength and power. Here's a story of a weakling-turned-strong-man which completely deflates such accusations. Please turn the page.



The Johnson P

A little over a year ago, the muscular fellow on the left appeared in a weightlifting contest sponsored by the AAU. At the end of the show, he had captured seven different trophies for his weight lifting ability.

At the age of 17, and at a bodyweight of 165 pounds, he had totalled 815 pounds in the official lifts.

He had curled 205 pounds, bench pressed 360 pounds, military pressed 275 pounds and C&J'd 325 pounds.

The consensus of the judges was that this lad was one of the strongest men in the nation for his age.

His story might have been considerably different, however, for to say the least, he was not always the powerful guy he is today.

In his early teens, this lad suffered such poor health that he was forced to leave high school. Under professional care, he was constantly sick, underweight, and unable to lead the normal way of life of the other fellows his age.

In an attempt to regain his health, he took a trip to Florida, hoping that the sun and sea air would aid his condition. It didn't.

In another attempt at find-

rogram: Sickness to Health

ing good health, he took up a course in weight lifting. After one and a half years with meager results, he gave it up.

As so many others have done, he decided to try the Johnson program of scientific bodybuilding and nutrition as a "last ditch stand."

The program proved successful beyond his wildest hopes.

In his first 35 days on the program, he gained 19½ pounds . . . from 147 to 166½. (He continued the program beyond the 35 days and gained another 7 pounds . . . a gain of 26½ pounds!)

More important than any gains capable of being measured by a tape or a scale, his general health improved to the point that it is now difficult for him to recall his early days of chronic illness. He participates in all forms of athletics and thoroughly enjoys life.

His impressive physique has made him a much sought after artist's and photographer's model.

The important fact to remember is that his physique *and his great strength* are not the products of weight lifting. He did exercise, it is true, during his build-up period.

But his program consisted of roughly 90% nutritional therapy and only 10% exercise.

During his training, he never used a barbell weighing more than 60 pounds. His exercise regime consisted of six or eight of the basic weight training exercises.

His case history is a story of *successful bodybuilding* . . . successful because it was brought about by methods which follow the laws of natural growth rather than the out-moded, baseless, "huff and puff" theories of the past.

THOR

is pleased to announce that his series of 4 drawings, "Men At Work," are now available. Four different and unusual drawings especially for the discriminating Art Fancier. Size: 8 x 10.

Individual Prints: \$1.50

Series of 4 Prints: \$5.00

Another unusual drawing just completed—"At Rest." Size 12 x 20, priced at \$5.00. Also available in 8 x 10 at the series price. Suitable for Framing.

Your own distinctive Bookplate personalized, done in Thor's imitable style at only \$2.95 for 50. Additional run of 25's at 75c.

SEND FOR YOURS NOW!!!

THOR

P.O. Box 7582 Chicago 80, Ill.

The VITA



YOUR BODY, like any living thing, is a highly complicated chemical "machine." So intricate is it that even medical doctors still find it a mystery.

But mysterious as it may be, it is known that a long list of nutriments are needed by the body if it is to continue to live in normal health.

Some of these nutriments . . . the proteins, fats, and carbohydrates are not too difficult to control. They make up 99% of our bulk foods.

It is that last one per cent which many people have trouble with . . . the vitamins and minerals which are vital to health, but which are not recognizable to the taste and cannot be seen.

The very existence of vitamins is a relatively new discovery . . . and scientists are still adding alphabetical letters to denote

"Your body is a highly complex chemical machine . . ."

Model: Bill Derrick

Photo by Athletic Model Guild

MIN Story

new additions to the vitamin family.

Vitamins are complicated chemical substances which are absolutely necessary to good nutrition and good health. Each vitamin is important in the functioning of some special body structure.

True, a really serious lack of vitamins is a rarity in this country. Vitamin deficiency will probably not put you flat on your back in a sick bed, but mild vitamin deficiency can keep you from feeling in peak efficiency condition.

Here are a few broad symptoms of deficiencies in various vitamins:

VITAMIN A DEFICIENCY: Poor vision, infections and colds, loss of muscle tone, ear infections, lowered resistance to respiratory diseases, skin troubles and lowered resistance to skin infections.

VITAMIN B DEFICIENCY: Abnormal vision, nerve degeneration, loss of muscle tone, loss of hair, or dulling of the hair, indigestion, loss of appetite, dry and scaly skin.

VITAMIN C DEFICIENCY: Unhealthy teeth, tooth decay, and unhealthy gums, weakness of blood vessels, demineralization of bones among older persons.

VITAMIN D DEFICIENCY: Poor bone and tooth development in children, muscle weakness, lower resistance against respiratory diseases.

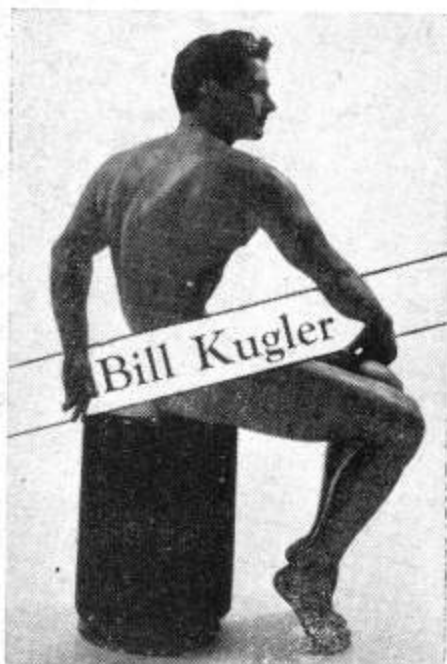
NIACINAMIDE DEFICIENCY: Headaches, dizziness, poor liver function, loss of appetite.

Because of the complexity of the human body . . . and of the vitamins themselves, only nature can determine what is the correct combination for best results within the body machine.

It is up to the health seeker, however, to make sure that he provides nutriment so that nature is capable of making the proper combinations for body health.

The one best way . . . the one sure way . . . of insuring an adequate intake of vitamins is to place a *good* vitamin-mineral food supplement on the daily health menu.

**EYE-DEAL PHYSIQUES
PRESENTS . . .**



. . . One of the most popular models ever to appear in TM's pages. In response to popular demand, Eye-Deal Physiques now presents a beautiful collection of Kugler at his best. These striking photos, are a must for artists, sculptors and collectors. Send 50c for fully illustrated catalogue. Ask for "Catalogue B."

IF YOU MISSED our best selling Catalogue A on Handsome John Gari, send an additional 50c and ask for "Catalogue A."

**EYE-DEAL PHYSIQUES
22 East Van Buren Street
Chicago 5, Illinois**

TM RECOMMENDS

. . . these physique photographers, all regular TM contributors who have met our rigid standards of picture quality, to those who wish to purchase superior physique photos.

**Athletic Model Guild
1836 West 11th St.
Los Angeles 6, California
Send \$1.00 for catalogs**

**Lon
400 W. 57th St.
New York 19, N.Y.**

**Dave Martin
P.O. Box 2196
San Francisco 26, Cal.
(Send \$1 for catalog containing
16 different model studies.)**

**Spectrum Films Co.
1924 Vine St.
Cincinnati 10, Ohio
Send \$1 for catalogue
and samples.**

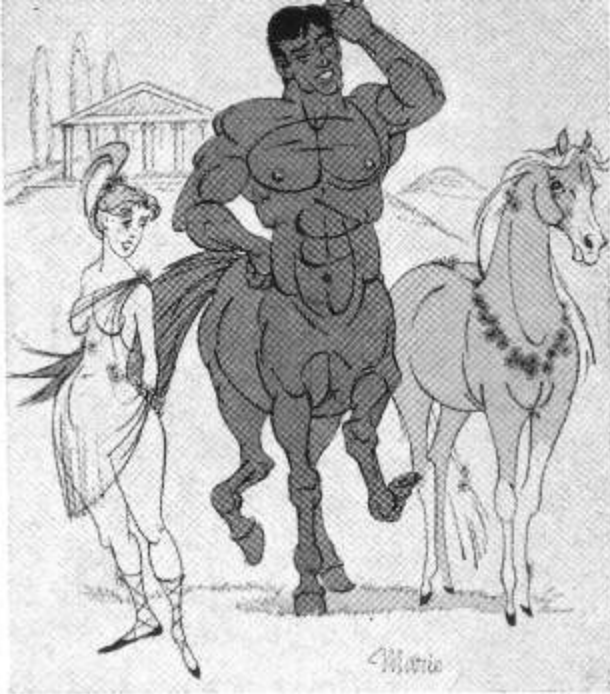
**Warner Studios
P.O. Box 268
Oakland 4, California**

**"MODERN PHYSIQUE"
BOB DELMONTEQUE AN-
NOUNCES Publication of his
new book, "Modern Phy-
sique" featuring 40 beautiful
8 1/2" x 11" artistic photos. An
invaluable aid to all collec-
tors, artists, sculptors, art
teachers, and students. Only
\$3.00.**

**BOB DELMONTEQUE
4873 St. Lawrence
Detroit, Mich.**

GYM SHORTS

by Bill Bunton



THE CARTOON is the work of a young Chicago-land artist who works in many media, and who has a knack for conjuring up the most delightful caption-less whimsys. We hope to have more of Mario's humor in future TM's.

OUR THANKS to the many hundreds of fellows (and gals, too) who wrote us such complimentary letters at the end of our first year of publication. We were only sorry that we could print so few of them on our "Post Marks" pages.

THE FRIENDLY GUY who carts our articles, proofs, pics, etc. back and forth between the editorial offices and the printers reports that our "You Can Stop Smoking" article really works. In the first five days of his "no nicotine" regime, he gained four pounds.

BACK COPIES OF TM are now available in limited quantities and will be sold at 20c per copy on a first-come, first-served basis. (December 1952 and May 1953 issues are out of stock.) Send your order and remittance to: Files Department, TM Magazine, 22 E. Van Buren St., Chicago 5, Illinois.

DON'T MISS the exciting "Before and After" story in this month's issue. It's on pages 34-37 and we who knew the guy in his before condition think it is one of Johnson's most outstanding case histories.



THE BEST

Yes, a little over a year ago, Tomorrow's Man was just an idea. Now, TM is in the "best seller" spot among the nation's physical culture magazines . . . thanks to you and the other thousands of loyal TM fans.



LON CALENDAR OF 1954. Guaranteed the best value in physique photographs ever offered. This is the most beautiful work of its kind ever produced — 12 breathtaking 8x10 studies of 12 young models, famous for their physical development and posing ability, by America's foremost physique photographer. All masterful reproductions on fine paper. A prize possession for artist and collector. Limited supply — send \$1 to Bob French, 319 West 82nd St., New York City. Additional photos of all models used in this calendar can be obtained

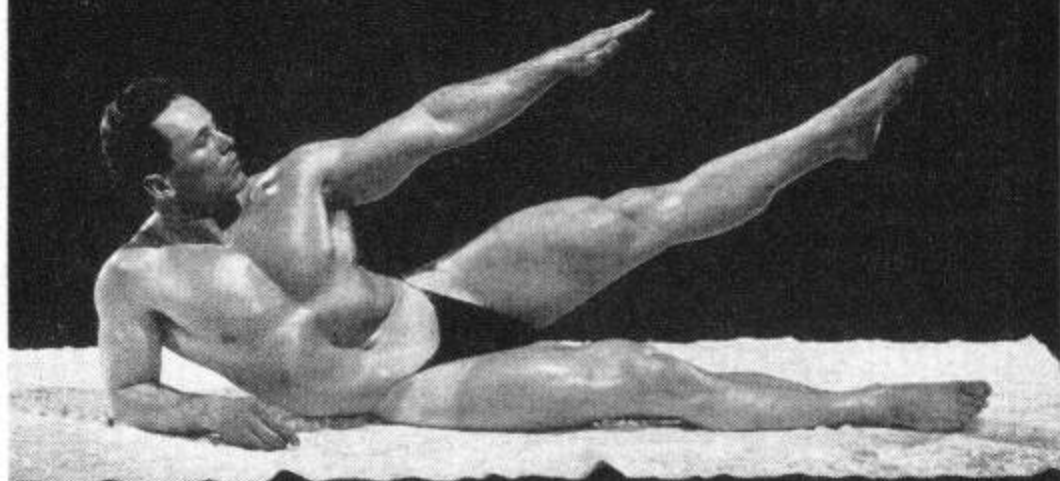
1954	FEBRUARY						1954
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
21	22	23	24	25	26	27	
28							

IS YET TO COME!

In our second year, we're out to break our own sales records!

To avoid disappointment due to frequent newsstand sellouts . . . and to save money (subscribers get 12 issues for the price of 10!) print your name and address on a piece of paper and send it, with \$2.00 to: TM, 22 E. Van Buren St., Chicago 5, Ill. We'll send you, each month, your individual copy of TM . . . in a neat white envelope.

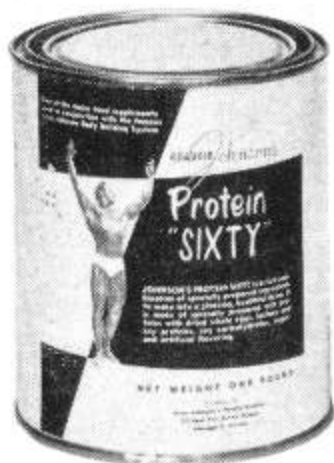
NORM TOUSLEY Catalog 46



12 Miniature
Studies \$1⁰⁰

WARNER STUDIOS
P.O. Box 268
OAKLAND 4, CALIF.

A TREAT . . . AND A TREATMENT



**A delicious treat . . . and a nutritious treatment
. . . all in one wonderful protein supplement!**

If you've tried other protein supplements, you're in for a pleasant surprise when you try Johnson's Protein 60. Its rich, creamy texture will thrill your taste, and you'll know you're getting a high concentration of muscle building protein . . . (60% protein!).

Used in clinics and hospitals all over America in fighting protein deficiency, Johnson's Protein 60 has been selected by one leading hospital over 11 other protein supplements.

If you're not making the gains you want, Johnson's Protein 60 may well be the answer to your problems.

Order JOHNSON'S PROTEIN 60 . . . today . . . and see if you aren't amazed at the results.

The one-pound can is only \$4.00.

Giant economy can . . . 4 pounds . . . is priced at only \$12.00. Sorry, No C.O.D. orders.

JOHNSON'S
22 E. Van Buren St. Chicago 5, Illinois



FINN FANS . . .

. . . will remember well-built Jim Finn from previous issues of TM. Jim, who is 17, works out regularly at the Johnson Health Studios.

The muscular physique which Jim sports is evidence of the success of the Johnson program of scientific bodybuilding and nutrition . . . for Jim tried all the outdated "huff and puff" methods without results before he began the new Johnson program. Photo by Irv Johnson.

A GOOD INVESTMENT . . .



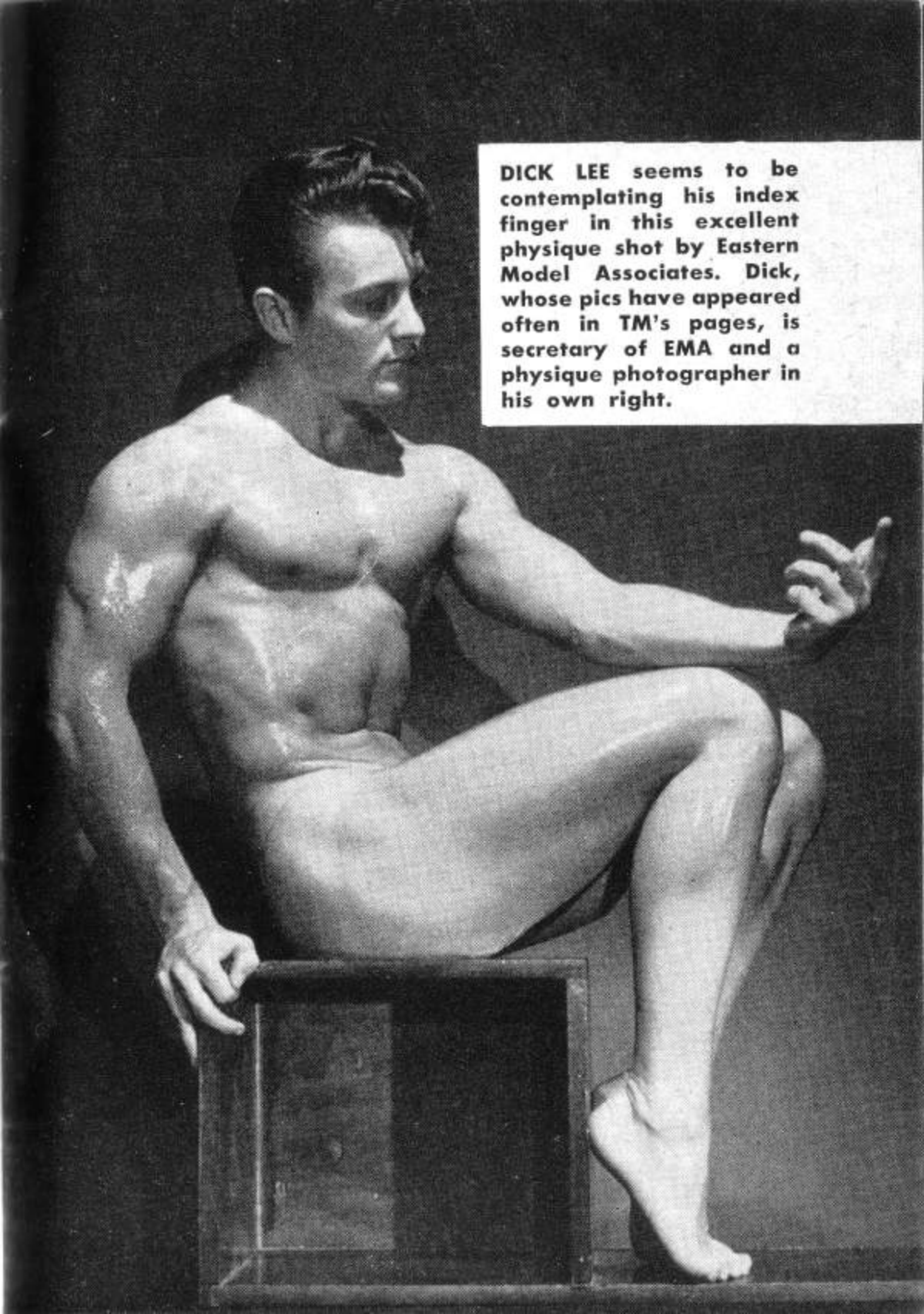
. . . the best possible investment, because it's an investment in you . . . and in your biggest asset, good health.

For less than 12c a day, you can give your body 27 highly concentrated vitamins and minerals . . . essential nutriment for gaining (and maintaining) glowing health, pep, and energy.

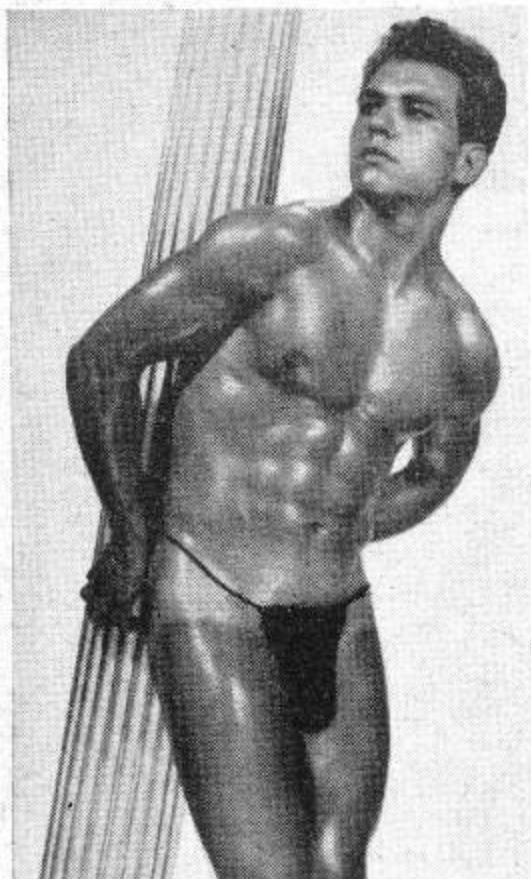
Johnson's Vitamin-Mineral Supplement assures you of getting a really high potency product . . . designed to meet the needs of active men and women. Used by many of America's leading bodybuilders . . . and all the famous "Before and After" cases developed by Irvin Johnson.

A 30-Day supply (120 capsules) is only \$4. (Giant economy size, three months supply, 360 capsules, only \$10). Order today. No C.O.D. or Foreign orders, please.

IRV JOHNSON, 22 E. Van Buren St., Chicago 5, Ill.



DICK LEE seems to be contemplating his index finger in this excellent physique shot by Eastern Model Associates. Dick, whose pics have appeared often in TM's pages, is secretary of EMA and a physique photographer in his own right.



EMIL SANDS
by
LON

Lon has the pleasure of introducing to the public this great new 17-year-old discovery, handsome, young blonde Emil Sands of New York City.

The picture above is only one of a fine collection of poses by Sands. Send \$1.00 for a selection of 16 poses plus free information on other photos.

LON
400 West 57th St.
New York 19, N.Y.

The Lost Meal

BREAKFAST is fast becoming the forgotten meal . . . lost in the crazy shuffle of fast modern living . . . despite the fact that doctors and nutritionists call it the most important meal of the day.

Many Americans, particularly the young, skip the meal entirely, or consider themselves properly nourished if they gulp down a cup of coffee and eat half a sweet roll. Small wonder that such a large percentage of the population suffers some form of nutritional deficiency.

Too small a breakfast means that the body is literally starved for several hours. Chronic sufferers of mid-morning headaches can usually trace their troubles to an abbreviated breakfast.

An adequate breakfast for bodybuilders, as recommended in Irvin Johnson's Program of Scientific Body Building and Nutrition, should consist of: *Eggs (2 or 3); Ham or bacon; A glass of Hi-Protein food; and (for good measure to insure sufficient nutriment) a couple of Vitamin-Mineral capsules.*

A good breakfast can go a long way toward correcting a diet deficiency. Skipping this all-important meal means you're inviting trouble.



BARRY GREY, just turned 20, is now in the Air Force. A native of the Bronx, N. Y., he likes swimming, judo, and weight training. Weighs 175 at 5'10". An unusual photo by Eastern Model Associates.

The Question Box

Each month, Publisher Irvin Johnson answers hundreds of letters from bodybuilders following the Johnson program of scientific bodybuilding and nutrition. Since many of the queries are of general interest, TM will reprint each month a digest of one of the typical questions and Mr. Johnson's answer to it.

QUESTION: "I am following your program and consider it the best I've seen. It isn't like some courses which make you sick and tired of the drudgery of bodybuilding. I do have a few questions though. How many reps do I do, that is, do I add reps each workout?"

ANSWER: "Do any number between 10 and 15, but *don't* use the progressive system of adding one rep each workout. If 12 reps are the most you can do *without straining* or *forcing* your muscles, then 12 is your number. The amount of weight you use depends also upon what you can lift without straining. If 90 pounds is your limit, then 90 pounds it is—*don't* try to *force* a heavier weight on yourself, until such time as you can do 15 reps *at no effort whatsoever*."

QUESTION: "Supposing I can do only 16 reps of an exercise that requires 18 reps, what then?"

ANSWER: "If you can do only 16 reps of a required 18, drop down to a weight that will allow you to do the necessary quota. As I said before, *you must not strain*. Straining only defeats your purpose. It may be hard for you to understand because, like too many weightlifters and bodybuilders, you've been schooled under the 'huff and puff' and 'grunt and groan' systems. That's definitely not good."



"MEN AT WAR"

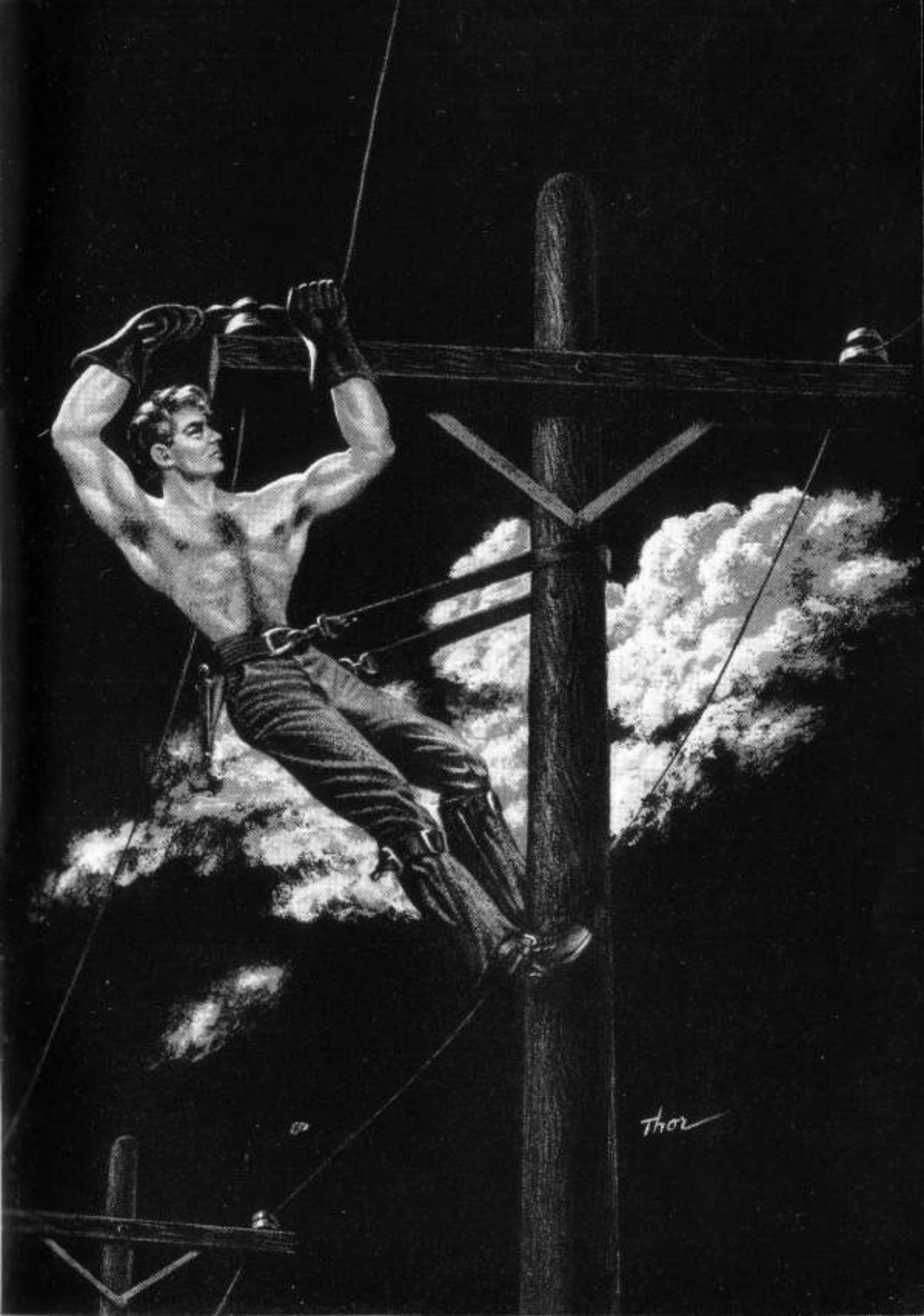
An exciting new series of novel physique prints. Illustrated catalog sent by return mail in plain envelope. Send 50c to

Vorton Art Studios
6 N. Michigan Ave.
Chicago 2, Ill.

QUESTION: "When I decide to add more exercises to my program, how many may I increase?"

ANSWER: "You can add as many as you like. In other words, you set up an exercise schedule that will meet the dictates of *your energy*."

ON THE RIGHT . . . "High Tension," painted by Thor.



Thor

Tomorrow's
MAN



Armand Ozon, of Brooklyn, N.Y. For definition and proportion, Ozon is hard to surpass. Photo: Spectrum