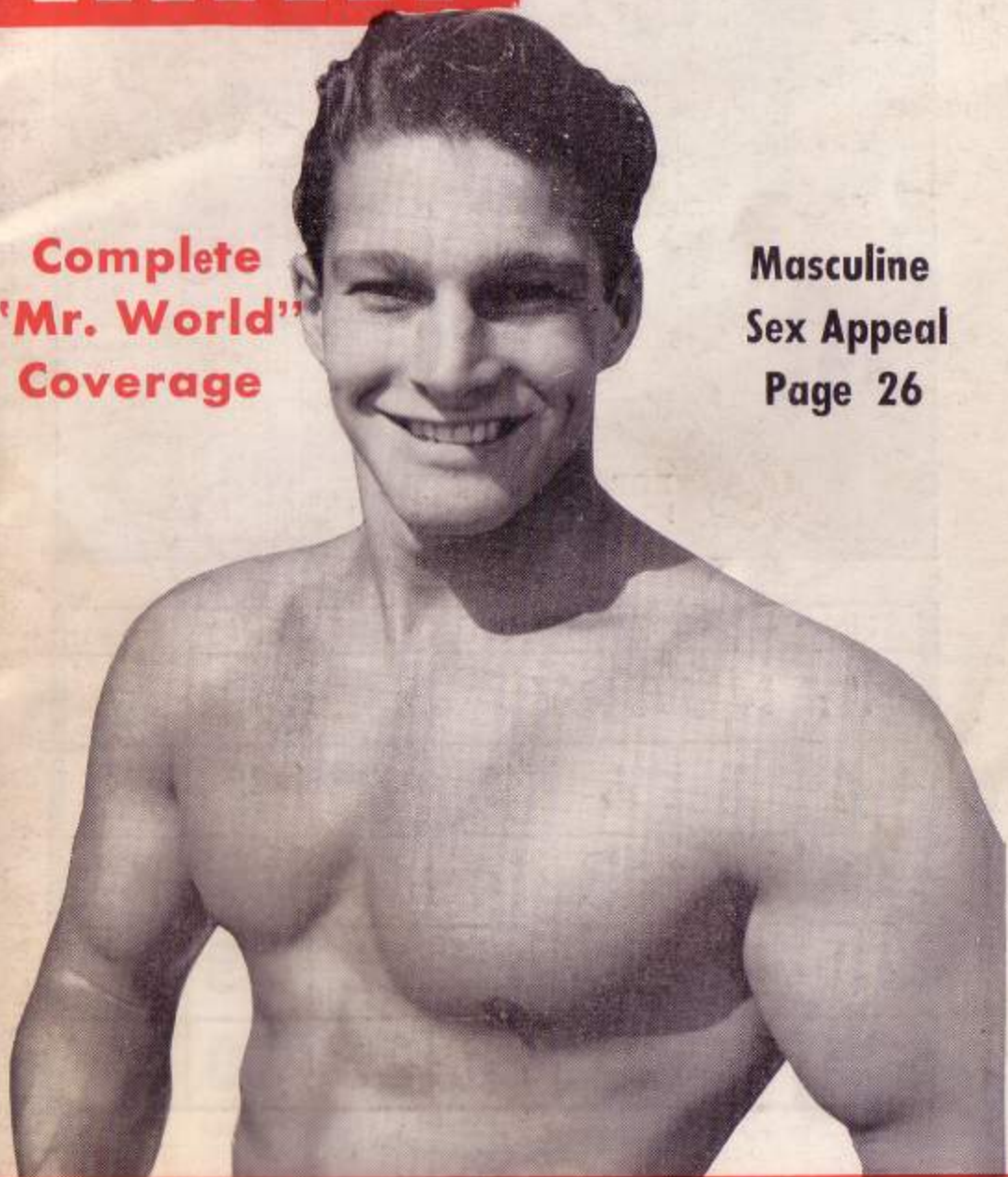


Tomorrow's
MAN

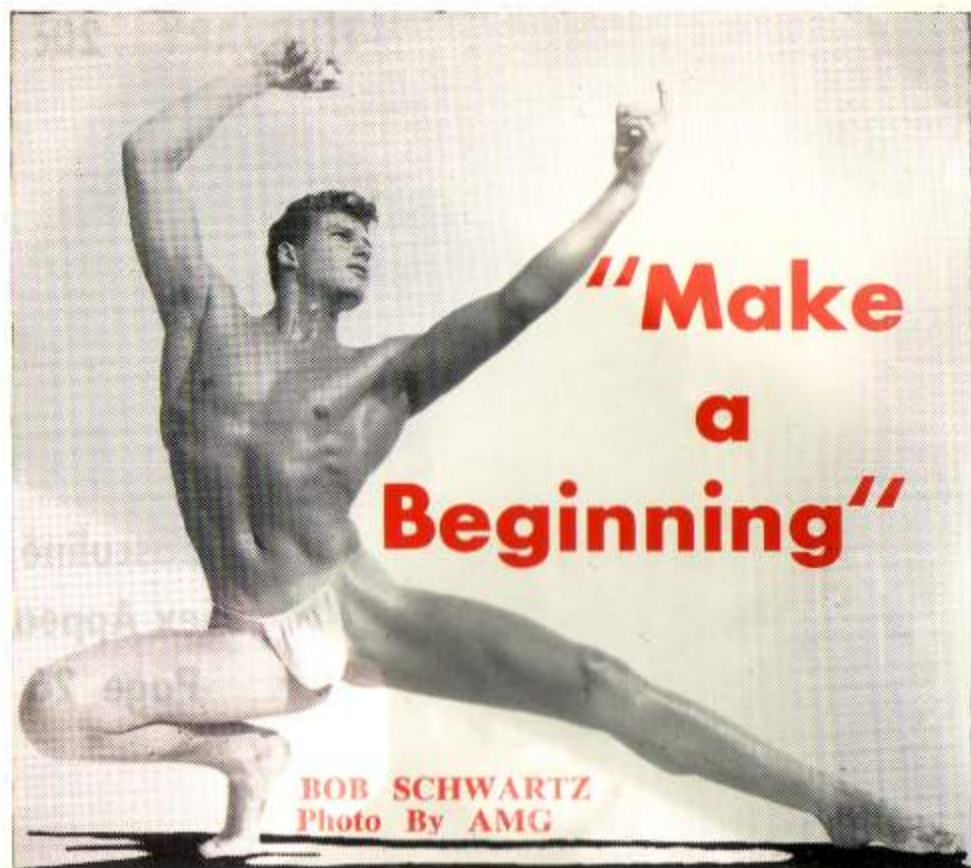
FEBRUARY 20c

**Complete
"Mr. World"
Coverage**

**Masculine
Sex Appeal
Page 26**



A New Approach To Bodybuilding



**"Make
a
Beginning"**

BOB SCHWARTZ
Photo By AMG

SUN	MON	TUE	WED	THU	FRI	SAT
JANUARY				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	29	30	31

THE MOST IMPORTANT PART of any undertaking is the beginning of it. People who never begin anything never finish anything. Yet we hear so many folks talk about what they are going to do "tomorrow". But "tomorrow" never arrives.

Not long ago I visited the great Bahai' temple north of Chicago. The building, one of the world's most beautiful cathedrals, is nearing completion after years of work. As I stood in the great chamber, gazing up at the concrete and glass lace-work of the dome, a guide told me that the group had been saving money for years to build the structure. There was always a fear of actually getting the job started for funds were low.

Finally, their leader sent a brief message. He wrote: "Make a beginning." They did . . . and they are now completing this inspiring piece of architectural artistry.

January is traditionally a time for beginning things. People make "New Year resolutions" because they want to improve themselves. Of course, there are always those who scoff at "self-improvement", but usually they do so to conceal their own lack of ambition and initiative.

Starting anything new is a difficult task as anyone on the TM staff will testify. When we put our first issue to bed last month, even we never dreamed that the magazine would win such an enthusiastic reception. This enthusiasm explains why this second issue is 20 pages larger and has a stiff, mirror-finish cover. The subscription list has grown faster than we dared expect . . . and we have even received many contributions to help "keep up the good work."

We'll try to "keep up the good work" . . . but always in our minds will be the phrase, "This is only a beginning."



IRVIN JOHNSON Editor and Publisher
William Bunton Managing Editor
Don Wheeler Art Director
Al Urban Photography Editor

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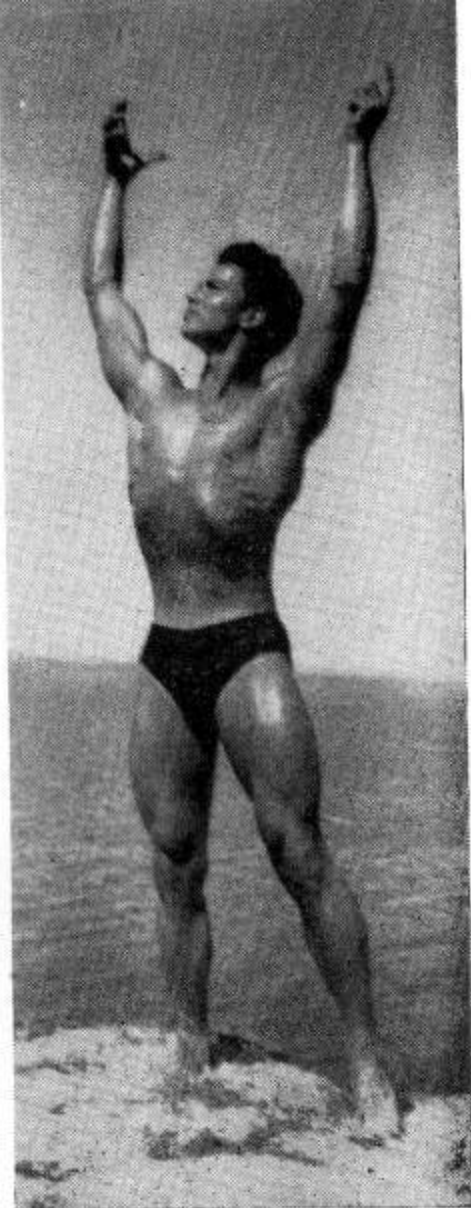
Tomorrow's **MAN**

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Vol. 1 Feb. No. 2

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Above: Glen Bishop
Left: Jim Park

PICTURE CREDITS: Cover, 4, 5, 8, 9, 13, 19, 20, 34, 39, 42, 47, Back Cover: IRVIN JOHNSON.
2: Athletic Model Guild
10, 11, 14, 23, 24, 31, 36, 44: AL URBAN
48: CLIFF OTTINGER

Dietrich Wortmann

ON SEPTEMBER 21, 1952, Dietrich Wortmann, internationally famous figure in the weight lifting world and one of its greatest benefactors, died at his home in Upper Saddle River, N. J.

Mr. Wortmann was in the contracting business in New York City. He was a great athlete in his day, winning the national welter-weight wrestling championship in 1904. In the same year he placed third in the welter-weight division at the Olympic games.

Under his leadership, weight lifting began to gain recognition as a sport. When the A.A.U. recognized lifting in 1927, Mr. Wortmann became National Chairman, and the progress of the sport has been largely due to his efforts. Among the other offices he held during his very active life were: president of the German-American Athletic Club of New York, president of the Metropolitan Association of the Amateur Athletic Union. He served as chairman of the Olympic Weight Lifting Committees from 1932 to 1952.—Al Urban



. . . I think your new pocket size magazine, "TM", is tops, just made to order. I always wondered when the barbell men would put out a small edition. It's super, handy to carry around.

L. A. PETERSON
Newport, R. I.

Put me down as a charter subscriber. If the magazine is as good as the muscle expanding course that I received from you some little time ago, it will be super. Lots of success to you.

HARRY J. GARDENER
Los Angeles, California

. . . I really enjoy your magazine and think it will eventually be the best in the field.

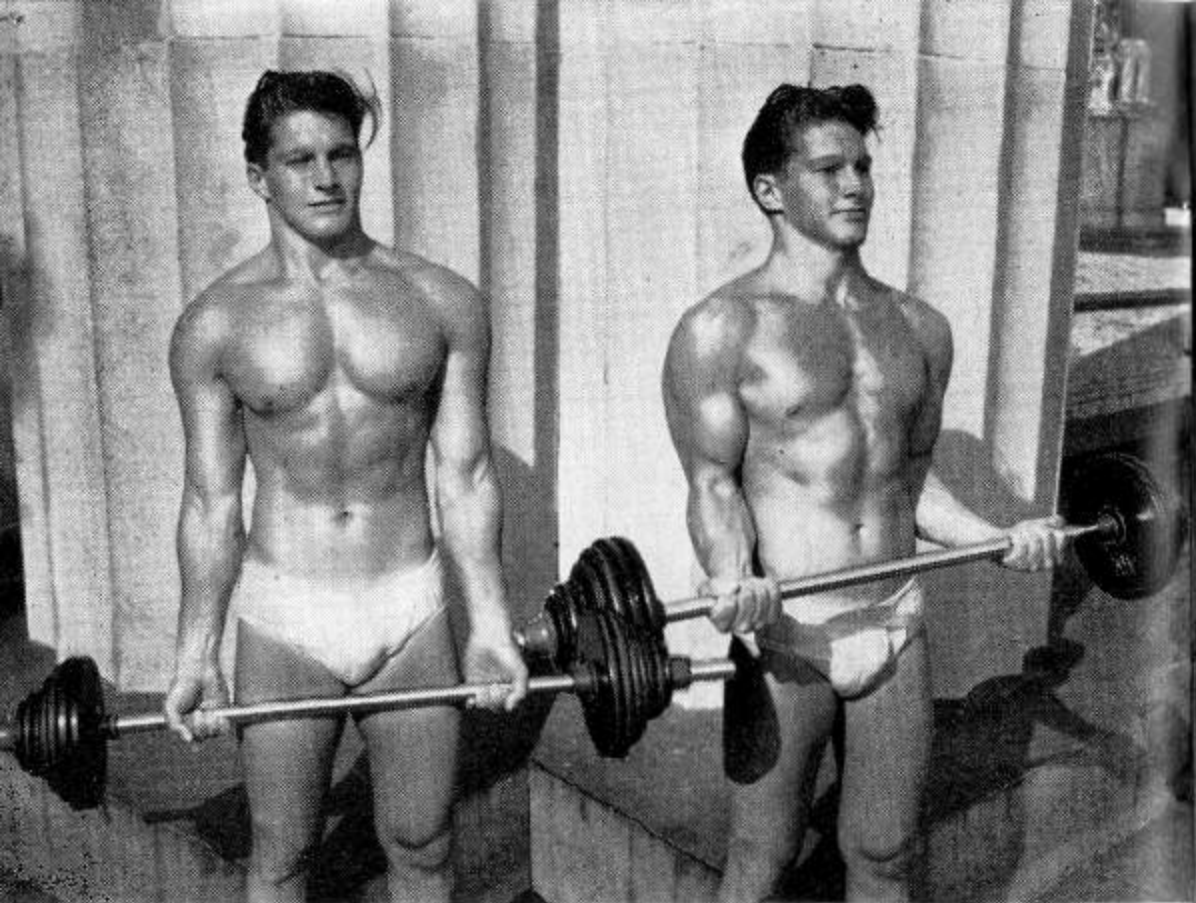
LOUIS NEISHLOSS
Norristown, Pa.



TWINS? No, it's a "double take" of an east coast body builder, **ERNEST SLOVENSKY** of New Brunswick, N. J. He once trained with **IRVIN JOHNSON**. When this picture was snapped he weighed 180 at 6'2". He has a 43 inch chest and a 29½" waist. **ERNEST** is now on a weight gaining campaign, using high protein supplements. We hope to publish a picture of him showing more bulk in future issues. Ernest is also interested in singing has appeared in a number of variety shows out east.

DR. CLEO DAWSON, one of the most dynamic and charming people we have met, visited the editorial offices at press time. Widely known for her lectures on the psychology of the atomic age, Dr. Dawson is the author of the best selling novel, "She

Came to the Valley," and is currently on tour throughout the United States. She has promised to write a series of articles for **TOMORROW'S MAN**, and we are looking forward to printing the first in the series in the March issue.



The sign of a strong man has always been a big bicep...the bulging upper arm muscle is better known than any other, and when anybody asks "to feel your muscle," everyone knows they are referring to the bicep.

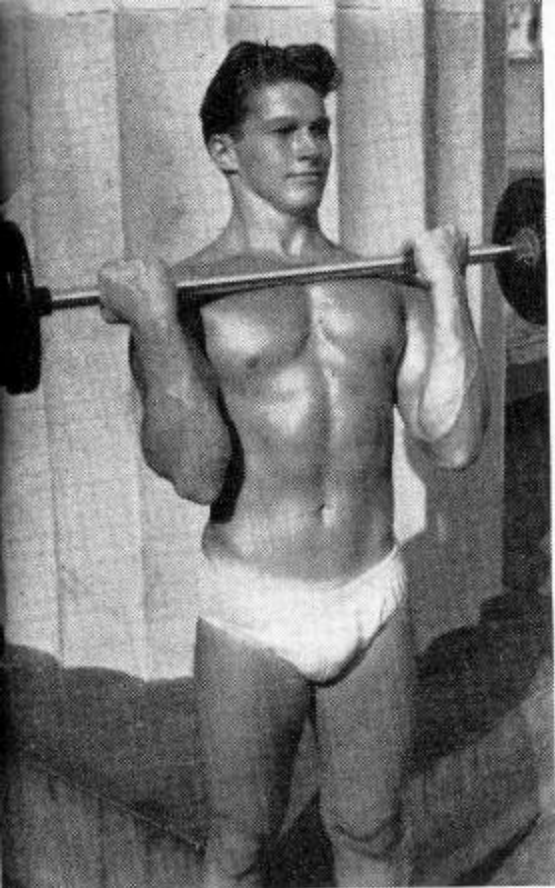
The very word, "muscle" is based on the bicep. The word is derived from the latin word, "mus" meaning "mouse." Evidently the Romans thought the flexing bicep resembled a mouse creeping under the skin of the upper arm.

Enough said of the back-

ground of the bicep. Basically, the two arm curl is an isolated exercise specifically designed to develop the bicep. However, the exercise also brings some of the other muscles into play, namely, the forearms and the wrists.

Here is the method of curling which we have found produced the best results. It is adapted from the many exercises in Johnson's Scientific Body Building Course.

Stand erect. Grasp the barbell with the underhand grip as shown at left. Hands should



“Feel Your Muscle?”

Curl Your Way To Big Biceps

BILL KUGLER, our cover man, demonstrates the curl in these photographs by Irvin Johnson.

be about hip-width apart, (and the elbows kept at the side of the body) the elbows remaining stationary during the exercise, as if they were the hub of a wheel and the forearms were the spokes.

Curl the weight chestward as shown in the second picture. When you curl the weight, curl the hands, too.

The movement is flowing . . . one continuous arc from the first photo to the third. Don't stop at the bottom! Please note that this curl is a good deal different than the

curl as previously taught. Do not stop when the weight is at the bottom. Bring the weight down and then up immediately, as if your knuckles had touched a hot plate. Pause only when the weight is at the chest . . . and then only long enough to exhale completely. Keep the elbows stationary, only the arms in motion. Inhale as the weight goes down . . . you should have a full breath by the time the weight reaches the bottom position. Hold your breath as you curl upward.



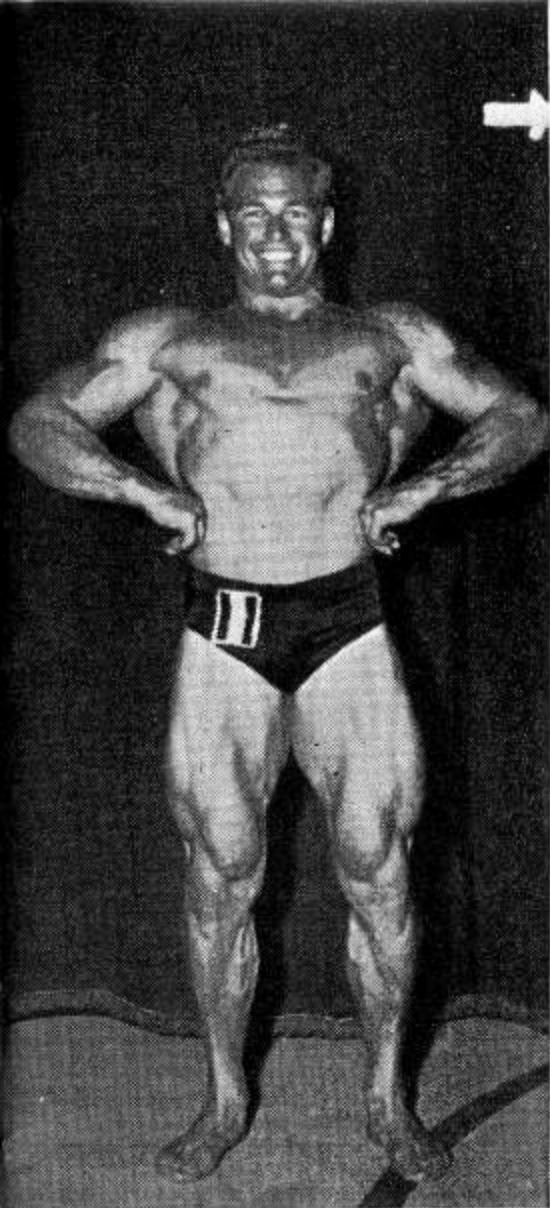
Park with Emcees Libertore (left) and Hoffman

PARK NAMED "MR. WORLD"

By AL URBAN

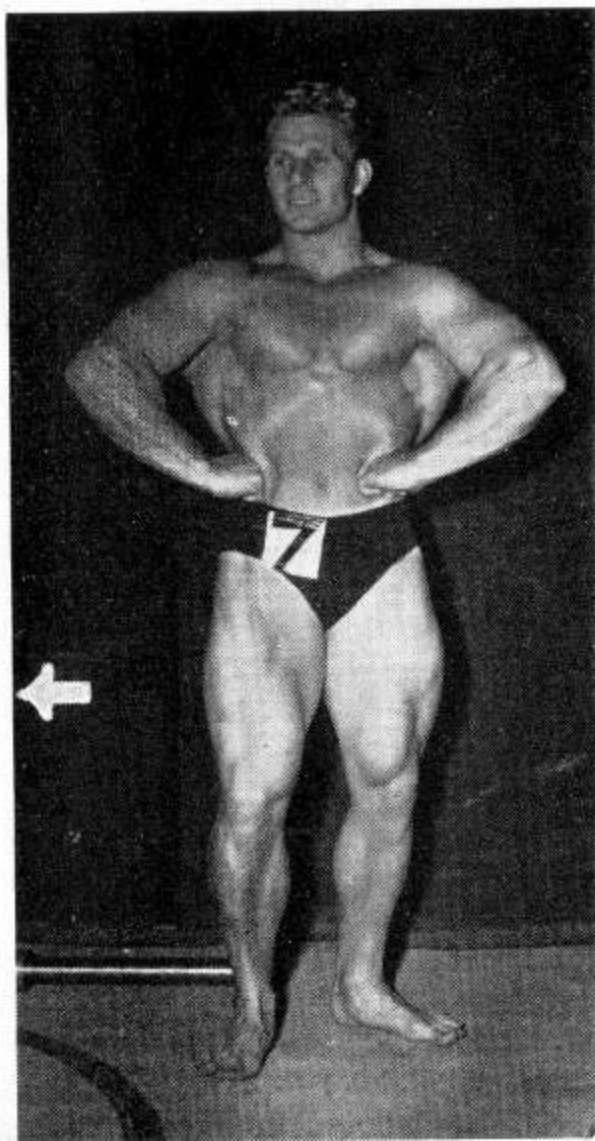
NOT content with winning the "Mr. America 1952" title, the sensational **JIM PARK**, of Hi-Protein fame, emerged winner of the "**MR. WORLD**" title at the Met in Philadelphia in October.

With no more worlds to conquer, until new ones are discovered, Park has a long and impressive list of titles behind him. He has captured such honors as "Mr. Midwest," "Mr. Jr. Illinois," "Mr. Mid-America," and "Mr. Chicago."



A CLOSE SECOND by only $\frac{1}{2}$ point, **ROY HILLIGEN**, was Park's closest contender. Hilligen placed first in the "Most Muscular" of Class B. Roy won the "Mr. America" title in 1951 and is also National Junior 181 pound weight-lifting champion.

THIRD PLACE went to the Muscular Marvel, **JACK DELINGER**. Jack placed second in the "Most Muscular" of Class B entries. The 1949 "Mr. America", Jack has a magnificently developed physique closely approaching the one and only John Grimek.



"Mr. WORLD" . . . continued—

JIM'S wide muscular shoulders tapering down to a trim waist, his fine pecs and powerfully developed deltoids and biceps, combined with a magnificent back and massive lats . . . his finely chiselled abdominals and beautifully molded thighs and calves all added up to spell "Mr. World."

Under the lights he looked like a Greek god . . . a piece of living statuary by Rodin or Michaelangelo.

Flawless physique, artistic posing and handsome appearance combined to win the coveted title, though he faced stiff competition. His point score was 99. Runners-up included **ROY HILLIGEN** with 98½; **JACK DELINGER**, 94½; **YAS KUZUHARA**, 91¾; **GEORGE PAINE**, 87½; **WALT CUZZIMANO**, 86½ and **MICKEY HARGITAY**, 80½.

OVER 2,000 enthusiastic spectators jammed the Met to see what I believe was the finest array of talent ever assembled for a physique show in America. Top men in the field handled the mechanical aspects of the show.

JACK LIBERTORE was master of ceremonies for the "Mr. World" selection, getting an assist from **BOB HOFFMAN** during the weight-lifting events. Lighting arrangements were by **JOHN GRIMEK**.

JAMES MESSER and **WILBUR SMITH** were judges for the weight events, and the referee was **MARK BERRY**.

Entertainment was furnished by a number of top ranking specialty artists, including the **TAFFY 'N TERRY TRIO** handbalancers and contortionists, **MARVIN**, the solo handbalancing star, and the famous **LOUDINOTS**. (For more about this last group, see the story on page 44).

Other acts included **PAUL ANDERSON'S** performance of a full squat with 605 pounds, and an exhibition by **FRANK STRANAHAN**, the champion golfer and weight-lifter. See pages 14, 15, 24 and 25 for more about Stranahan.

Genial **GEORGE EIFERMAN** also kept the crowd amused with his jokes and his French Horn solos. He is an all-round musician.

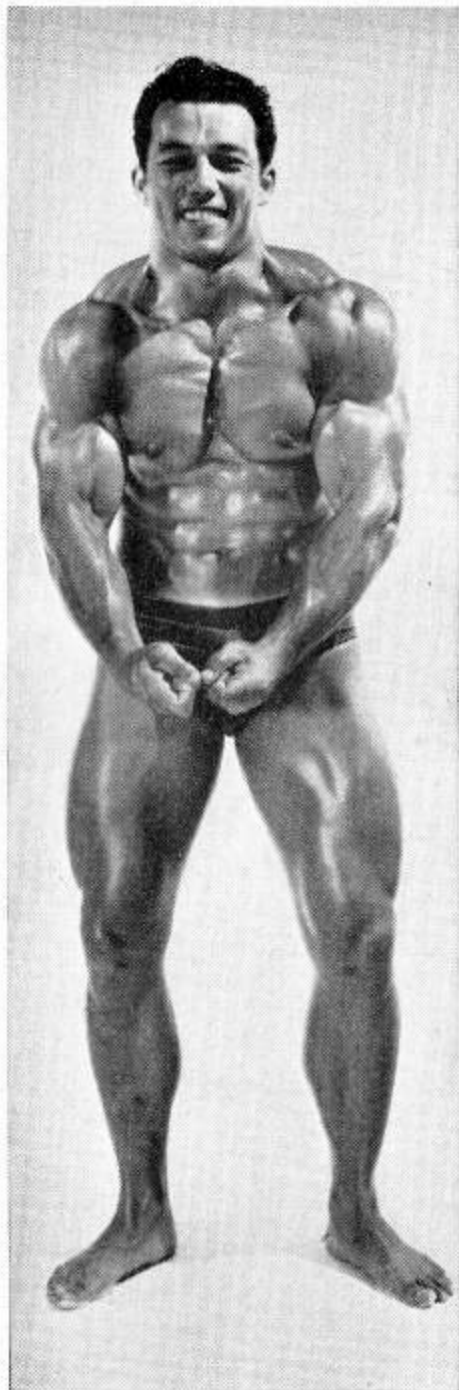
FOR THE BIG EVENT, the selection of "Mr. World." contestants were divided into three classes. Here's a word picture of the contest:

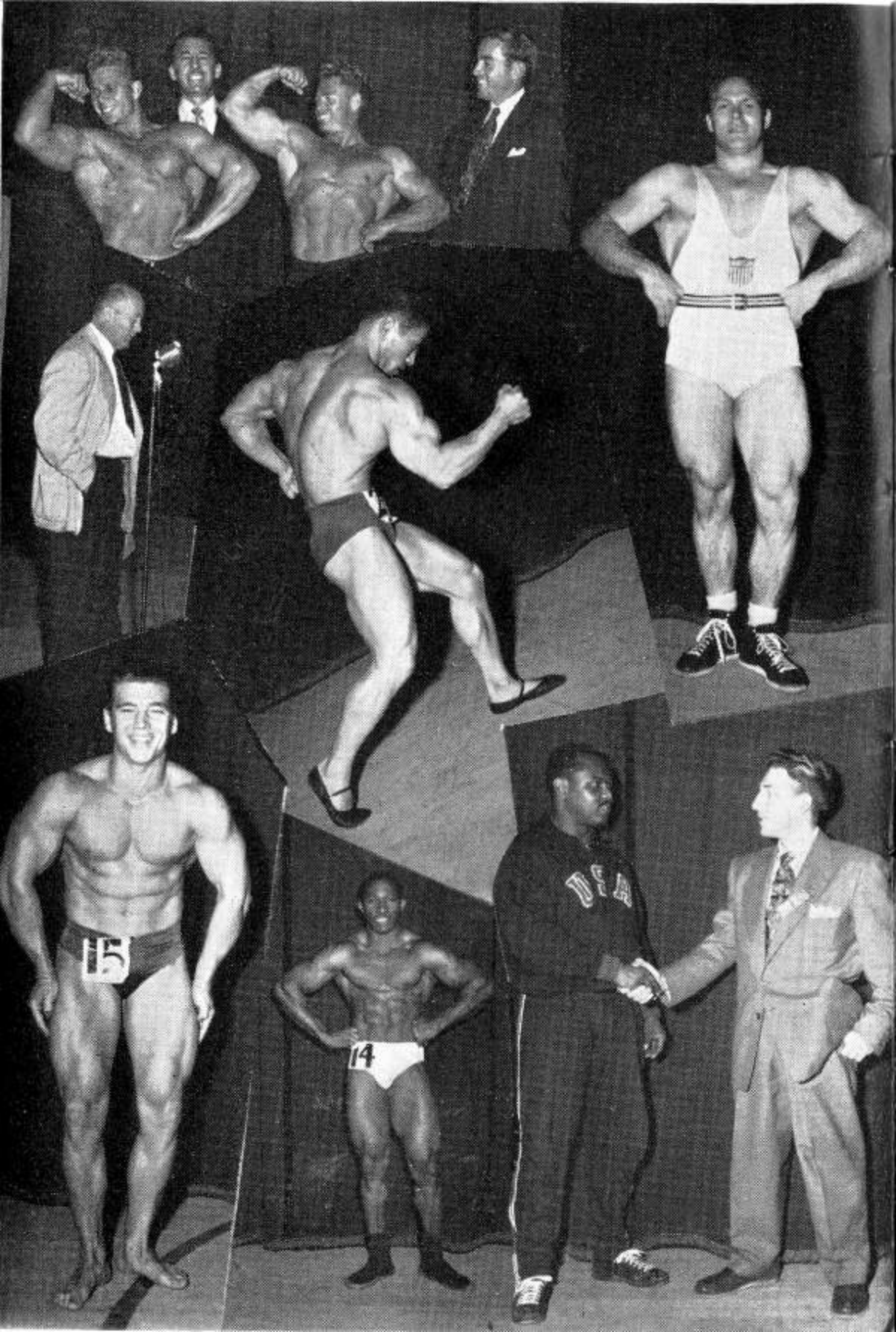
CLASS C: (Height up to 5'5") On the winner's platform were: **YAS KUZUHARA**, of York Pa., first; **JOHN LEONARD** of Poughkeepsie, N. Y., second; and **THOMAS MANFRE**, Brooklyn, third.

KUZUHARA'S picture is on page 14. **LEONARD** and **MANFRE** both have fine muscular physiques and good posing ability. **DALE HARTMAN** and **LEONARD RUTCOSKY**, also Class C contenders, showed pleasing physiques and outstanding posing ability.

CLASS B: (Height 5'5" to 5'9") **ROY HILLIGEN** and **JACK DELINGER**, both of Oakland, Cal., took the first and second place titles respectively for "most muscular" in Class B. Third place went to **NELSON H. CARVALHO**, of Brazil. The Brazilian has one of those builds that is especially pleasing to the eye. His posing ability is exceptional.

Other Class B entrants had two factors in common: good all around development and
Turn to page 48





AL URBAN'S camera caught these shots of well-known personalities at the "Mr. World" show. (Follow outline key below.)

No. 1: JACK DELINGER, popular California star with a big smile.

No. 2: JACK LIBERTORE was tops as MC during "Mr. World" selection.

No. 3: ROY HILLIGEN'S posing ability and infectious smile kept spectators cheering.

NO. 4: FRANK STRANAHAN, the golf champ, displayed his versatility, doing the full squat with 405 lbs., dead lift of 510 pounds, and the snatch with 215 pounds . . . plus a demonstration of putting and driving accuracy

No. 5: Detroit Powerhouse, NORBERT SCHEMANSKY, whose 408 pound clean and jerk broke the 402 pound record of **JOHN DAVIS**.

No. 6: BOB HOFFMAN, editor of S&H magazine, served as MC during weight events.

No. 7: YAS KUZUHARA, during his posing routine. He looked like a miniature **GRI-MEK** . . . finished first among Class C entrants.

No. 8: MICKEY HARGITAY, Hungarian star, formerly European skating champ and a top soccer player. He won both "Mr. Indiana" and "Mr. Tri-States" in 1951.

No. 9: GEORGE PAINE'S definition is out of this world! Chiselled arms, back, abdominals and deep thigh "cuts" make him look like bronze sculpture. An active member of the Metropolitan A.A.U. Weight Lifting Committee, he finished third and won "Best Legs" in 1952's "Mr. America" show.

Nos. 10 and 11: World's strongest man and weight lifting champ, JOHNNY DAVIS gets a handshake from TM's Editor - Publisher **IRVIN JOHNSON**. Johnny's total of 1,062½ pounds is 60 pounds over total of any other man.



Announcing . . .



Irvin Johnson's HI-PROTEIN TABLETS

A protein food supplement derived from soya flour, milk proteins, and wheat. The free amino acids, which include natural Tryptophan and the other natural essential amino acids, are produced by an acid hydrolysis.

Minimum Protein 86%

(Nitrogen 11%)

Ash 6%

Moisture 8%

This food supplement used exclusively in the famous Irvin Johnson scientific nutrition and body building system.

DOSAGE: A food supplement - 10 tablets, or more, to be taken with each meal or as directed under professional supervision. The minimum daily protein requirement from all food sources is one gram per Kilogram (2.2 lb.) of body weight.

This product contains no salt (sodium chloride.)

Distributed By Irvin Johnson's Health Studio
22 East Van Buren Street, Chicago 5, Ill.

Irvin Johnson's VITAMIN MINERAL Food Supplement

This is the only supplement recommended and used in connection with the famous Johnson Body-Building diet.

NINETY DAY SUPPLY - 360 CAPSULES

DISTRIBUTED BY
IRVIN JOHNSON BARBELL GYMNASIUM

IRVIN JOHNSON'S NEW BUDGET STRETCHER PACKAGE

VITAMINS — MINERALS — PROTEIN . . . the "big three" of body building . . . and now Irvin Johnson offers you all three in one money-saving combination.

The **Multiple Vitamin-Mineral Supplement** gives you the special balance of nutriments we have found best in actual use to aid in building glowing health and vitality.

Johnson's Hi-Protein Tablets supplement your daily intake of protein, your body's building blocks. Protein is a major aid in developing muscle growth. Highest protein content (86%) of any protein tablet on the market.

BOTH of these supplements are among the main concentrates used by the famous "Before and After" cases. **BOTH** have been copied by other firms . . . but they have never been equalled!

Look through the contents of these three big packages . . . and then order the one you want.

PACKAGE A: 250 Hi-Protein Tablets (\$5) plus a 30 day supply of Vitamin-Minerals, 120 tablets (\$4) Regularly \$9. Your price for the package \$ 7

PACKAGE B: 525 Hi-Protein Tablets (\$10) plus 120 V-M capsules (\$4) Regularly \$14. Your price for the package \$11

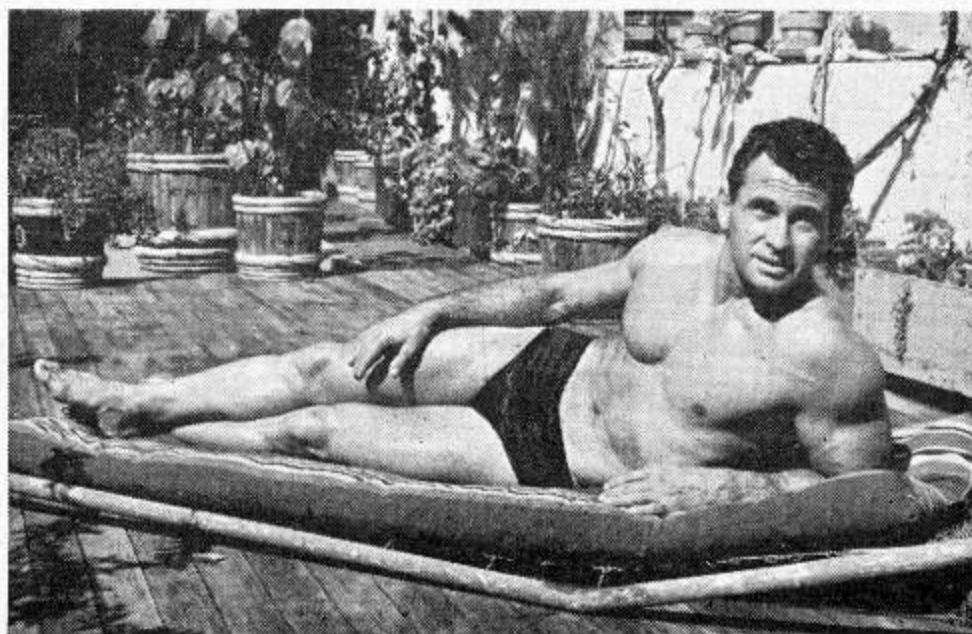
PACKAGE C: 1,100 Hi-Protein Tablets (\$20) plus the \$4 bottle of V-M capsules. Your price for the package \$20

**IRVIN JOHNSON HEALTH STUDIOS
PACKAGE PLAN DEPARTMENT
22 E. Van Buren St., Chicago 5, Ill.**

BACK IN CHICAGO . . . after a flying trip from Texas is "Mr. World" **JIM PARK** (right). While in the south, Jim served as a judge in a contest to select the sailor and the Wave to carry the titles, "Mr. and Miss Navy-Kingsville" among service people stationed at Kingsville Naval Base. Jim also gave an exhibition of muscle control and went through his posing routine.

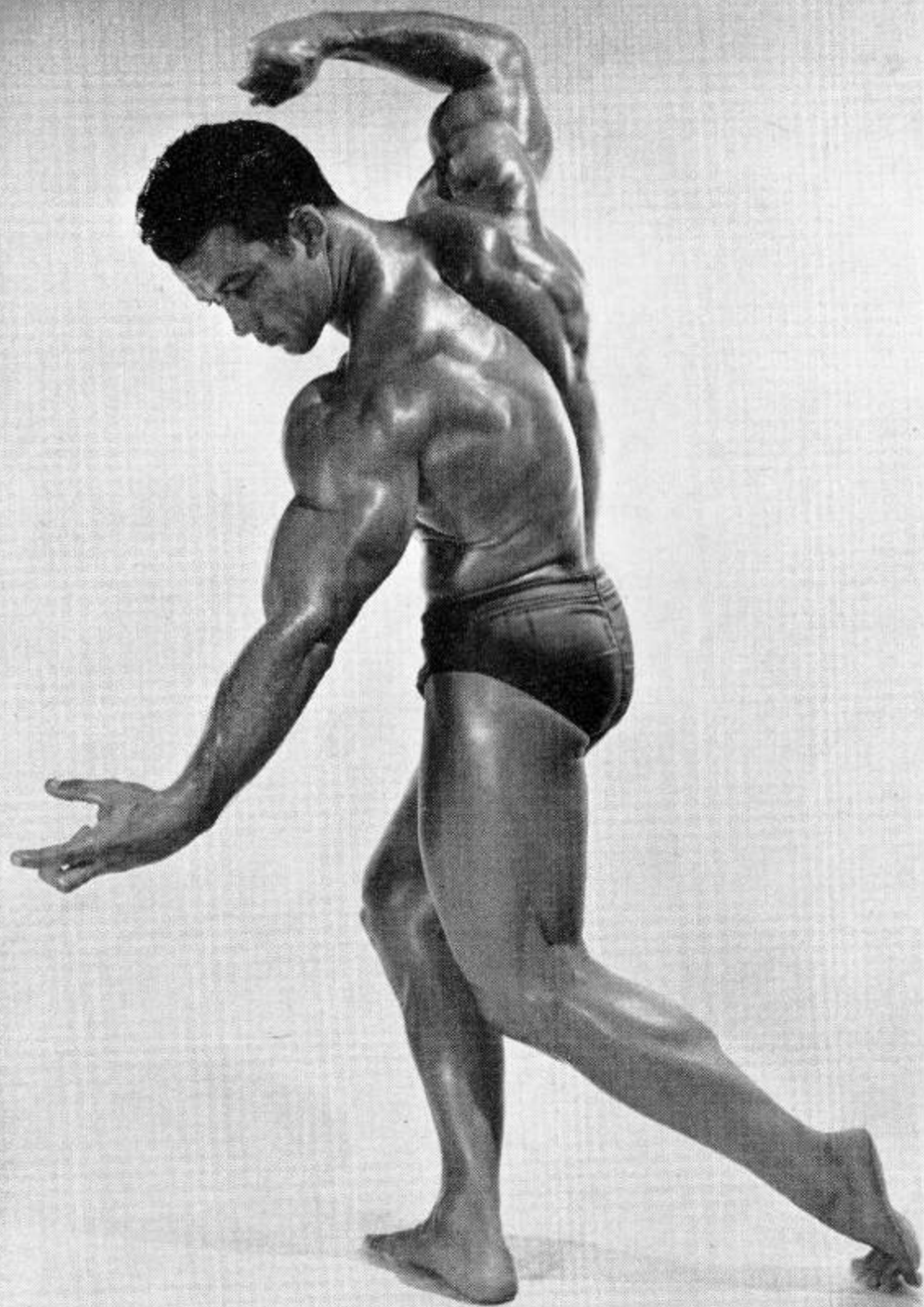
During his brief visit to the Johnson Health Studios, Jim gave an informal report on the "Mr. World" show. He had especially enthusiastic words for the great **JOHN GRIMEK'S** part in the show.

Park is now employed by the York Barbell Co., and returned to the east after visiting his training partners at the Johnson Health Studios and appearing at the "Mr. Wisconsin" show in Milwaukee.



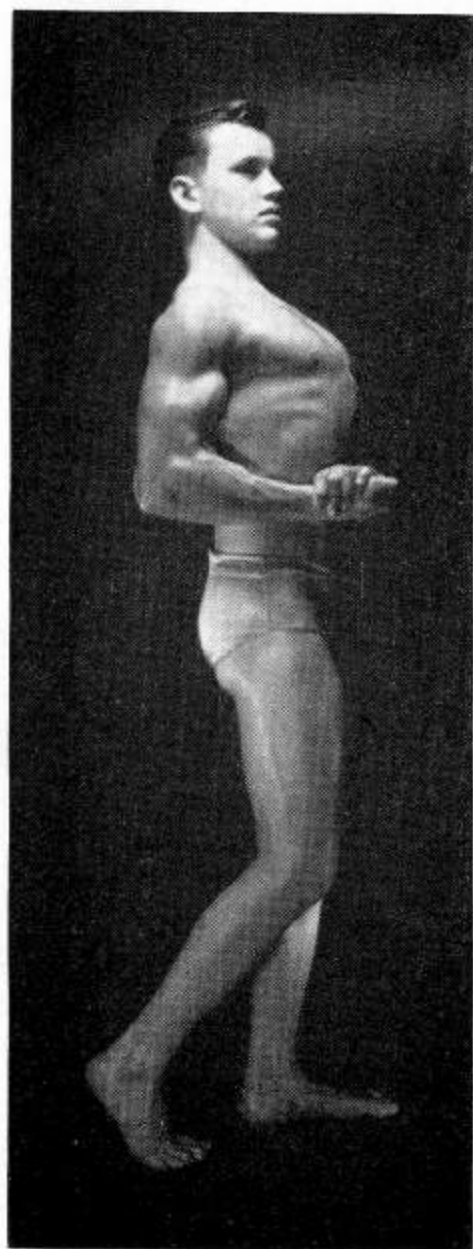
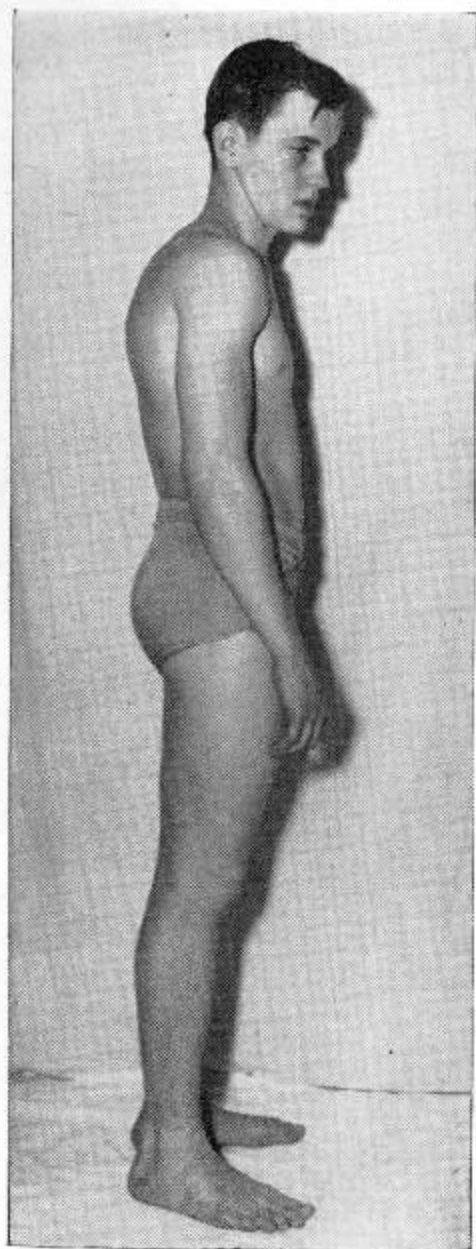
VINCE GIRONDA ANNOUNCES the sale of a series of his finest 8x10 inch glossy photos. Price: \$1 each. Order directly from him at:

11262 Ventura Blvd., North Hollywood, Cal.



THAT 35 DAY MIRACLE

Here He Is Again...



YOU JUST CAN'T BUILD A MASCULINE PHYSIQUE WITH TRICK PHOTOGRAPHY

In last month's issue, we printed this young man's story. We told how he made a seemingly miraculous improvement in the short space of 35 days, and we gave a lot of statistics to show just how great the change had been.

We illustrated the article with two pictures . . . one taken before he began the Irvin Johnson Scientific Nutrition and Body Building program . . . and a second picture taken at the end of thirty-five days.

But we slipped up! We printed a side view of "before" and a front view of "after". We realize now that this was a mistake verging on catastrophe, for we have received a few (a very few) comments suggesting that there might have been some sort of trick to the picture.

We hasten to correct this "error" and on the opposite page, you will see two side views of this amazing "before and after" case.

Actually, we think the side view is more striking since

it shows the tremendous chest development. This man added seven inches to his chest! The Johnson High Chest Pull, repeated dozens of times each day, was responsible. This exercise is another Johnson original, one of many new exercises included in the course.

When this 16-year-old boy began the program, he had little hope of success. He showed neither an interest nor inclination to participate in athletics. His posture was poor, and he was thin and pale.

After 35 days of concentrated effort using the program developed by Johnson, he put on 14 pounds of solid muscle body weight, added 2½ inches to his arms and grew ½ inch in height.

Though he no longer follows the build up schedule, he reports that he has retained his virile physique.

If you want more information on the program which brought about these changes, please see pages 40 and 41.

the Food Supplement of Champions!

SCIENTIFIC RESEARCH continues to point to the tremendous importance of PROTEIN in your diet. Protein is the essential "stuff" from which all living tissue is made. A protein shortage robs you of vitality and muscularity . . . makes your workouts mostly wasted time. Remember—exercise activates muscles, PROTEIN BUILDS THEM!

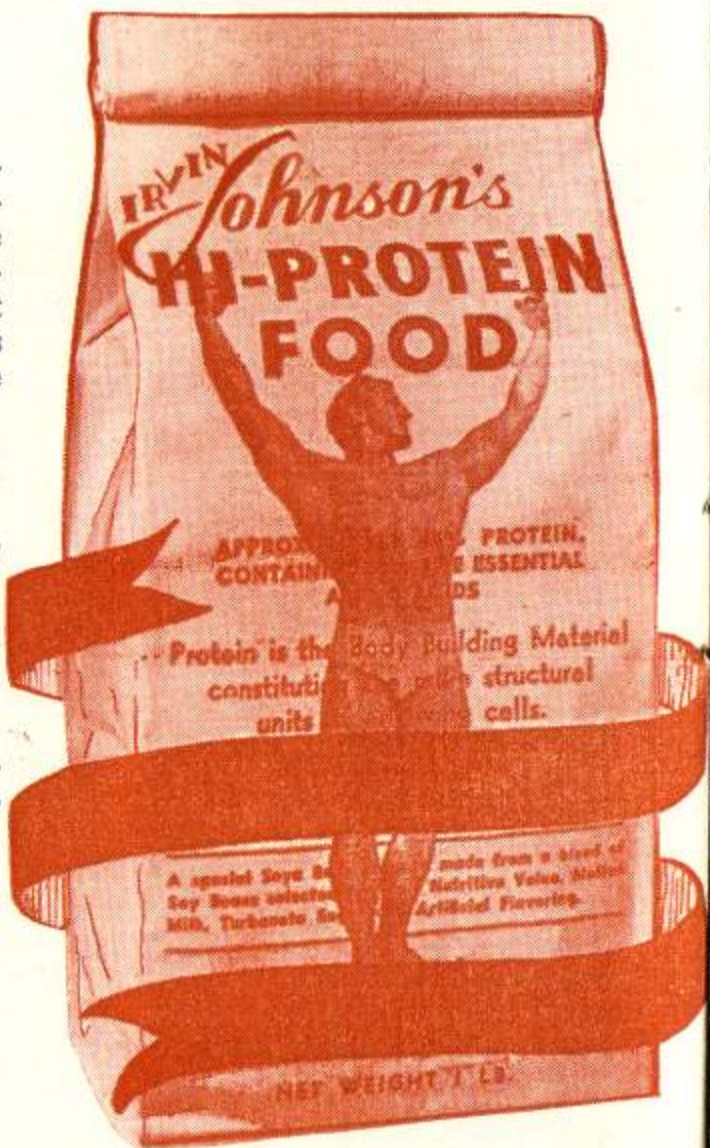
JOHNSON'S HI-PROTEIN FOOD offers you an inexpensive way to add vital protein to your diet. It makes a delicious drink, too. Your choice of:

PLAIN
VANILLA
BLACK WALNUT
CHOCOLATE
COCOANUT

Only \$1 a pound . . .
minimum order, 4 lbs.
Sorry, No c.o.d. orders.

ORDER TODAY!

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



Celebrities

FREDDY BARTHOLOMEW, IRVIN JOHNSON and AL URBAN get together for a round-table discussion of (1) body building and (2) physique photography, during a recent radio program originating in the studios of station WNEW in New York.

Bartholomew, the former child movie star, is emcee of this show, which features informal chats with celebrities in all walks of life, and also directs a number of TV programs. URBAN discussed the rigors of his occupation rigorous for him and for his models. He told how timing, knowledge of physical structure, and the use of soft "pin-pointed" lighting figured in the production of a finished "photo by Urban." A single picture will require as much as an hour. "My models really work," Urban said, "but when they see the finished product, they're happy they did."

Irvin Johnson told the radio audience of the various food supplements used by Jim Park in preparing for the Mr. America contest. Following the show, the station switchboard received numerous calls requesting more information about the famous Johnson system of bodybuilding.



LEW TENDLER (left) greets Irv in Tandler's famous restaurant in Philadelphia. A popular meeting and eating place for celebrities, Tandler's dining rooms are covered with 2,000 pictures of personalities in the movie and sports worlds. Irv's autographed photo becomes No. 2,001 to adorn the walls.

We'd like you to meet:



SHOW TIME is also a time for renewing old friendships and starting new ones. Publisher **IRVIN JOHNSON** took advantage of the recent "MR. WORLD" contest in Philadelphia to talk with his many friends in the physical culture field.

TOP LEFT he swaps smiles and a handshake with friendly competitor **BOB HOFFMAN**, editor of S & H magazine. Mr. Hoffman served as MC during the weightlifting events, and was director of the committee in charge.

TOP RIGHT shows him getting a real bone crusher from **ART WALGE**. Walge, by the way, is not standing on a chair. He is 6'5" tall. A heavy construction engineer in Philadelphia, he also appeared in the movies. He played in "QUO VADIS" and in the Betty Grable picture, "MEET ME AT THE SHOW." He also does professional wrestling. Among his feats is a 400 pound bent arm pull-over and a 405 pound dead lift.

BOTTOM LEFT: A congratulatory handshake from **FRANK STRANAHAN**, the golfing great. (Incidentally, Frank is holding a copy of

"TM".) One of Frank's greatest thrills was the time he cleaned and jerked 300 pounds in the 1951 Ohio State Championships! The golf-weight training combination has given him a classic physique.

BOTTOM RIGHT: Handsome **GEORGE EIFERMAN**, "Mr. America 1948," talks to **IRV** just before the big show. He is now traveling around the country under Board of Education sponsorship, giving lectures and demonstrations at schools. He looked like a million bucks during his performance at the "Mr. World" show. His deep chest, terrific lats, powerful arms, chiselled abdominals and well molded thighs and calves were marked by marvelous definition, though George is massively proportioned. He is a real nutrition enthusiast.

STUDIES IN FORM

An Inspirational and unusual book of magnificent manhood. Up to date collection, profusely illustrated with studies of the body beautiful. For artists, strength fans, physical culturists. \$1.00 per copy. Limited edition.

JAMES E. GRABITZ
606 Bordentown Ave.,
Burlington, N. J.

THERE'S A CASH VALUE IN

MASCULINE \$EX

Not many years ago, an article on masculine sex appeal would never have been printed. "Sex" was not mentioned above a whisper in polite society, and sex appeal itself was supposed to have been reserved for the ladies.

True, some of the ladies of the old days did expose a few inches of bared flesh (usually around the ankles or shoulders) but the male animal was kept bundled up from his celluloid collar down to his spats.

George Bernard Shaw made fun of old-fashioned prudishness in one of his plays about prize fighting. In the old days, prize fighters were classed as criminals. Menfolk had to creep stealthily out to some secluded barn to watch a spectacle of fisticuffs. Ladies, of course, never attended.

In Mr. Shaw's play, one of these pugilists goes into hiding in a coach house on the estate of a young lady. During one of her morning walks, she spots the husky young

brute in his meager training outfit, and falls in love with him despite (or because of) his bare chest.

Just over a decade ago, men wore two piece bathing suits on the beach, and the first daring souls to appear in trunks were labeled as brazen good-for-nothings.

Today, it's a different story. Masculine sex appeal is an admitted fact, and the public wonders why the fuddy-duddies of yesteryear were shocked in the first place.

Movies have been the chief cause of the switch. The moguls of the film industry were among the first to capitalize on masculine sex appeal, and physical attraction is a major factor in the success of many a present day film hero.

Booksellers, too, have found that cover shots of luscious lasses in deep cut gowns (or less) and barrel chested lads stripped to the waist, have a way of boosting sales. (Take a look at the 25c book counter sometime.)

X APPEAL

While it is easy to tell how sex appeal has a dollar and cents value, it is more difficult to explain what it is. Masculine sex appeal seems to be a different thing to different people. Certainly it is not just a matter of physique. Rudolph Valentino, Charles Boyer and Leslie Howard might have looked out of place on Muscle Beach, but they had powerful strings on the hearts of feminine fans.

In recent years, however, the trend among the big screen lovers has been to the rough and tough, he-man type.

The birth of this hero type was probably heralded by Clark Gable and Errol Flynn, the first of the "beef-cake" boys.

Continued on page 28

VINCE GIRONDA and friend. A virile physique and top notch personality are major factors in Gironda's success. He owns his own gym in North Hollywood.



MALE SEX APPEAL

A Strong Factor in Personal Success

Tyrone Power came to prominence with a mixture of physical impressiveness, good looks and a suave manner. He's still using much the same formula and still ringing up box office records.

Different stars display different facets of masculine appeal. Gable admirers went for cave man tactics, and an unruly shock of hair. Montgomery Clift and Farley Granger sway movie goers with quiet, boyish charm. Lex Barker carries the physical attraction factor to its logical conclusion, for it is hardly a desire for intellectual entertainment that draws the fans. Tarzan's talents seem best displayed in just plain skin—both human and leopard.

If you look through the want ads, you probably won't find a single ad in the "Help Wanted" column that specifies the job applicants should have sex appeal. But you will see such phrases as "attractive

looking," "aggressive mannered", "trim" and "personable." Business, too, has found the value of masculine appeal, and virile attraction is a major factor in deciding which man gets the job.

A large Chicago department store recently made a survey on the value of sex appeal in sales work. At one particular counter, a sales girl was replaced by a handsome fellow from the stock room. He had had no previous selling experience. Sales at his counter (whose customers were mostly women) jumped 8% the first week Don Juan started dishing out the goods.

Sex appeal can actually be split into two main parts. First, the Initial Attraction and second, the Holding. The first is chiefly physical, the second is mental and psychological.

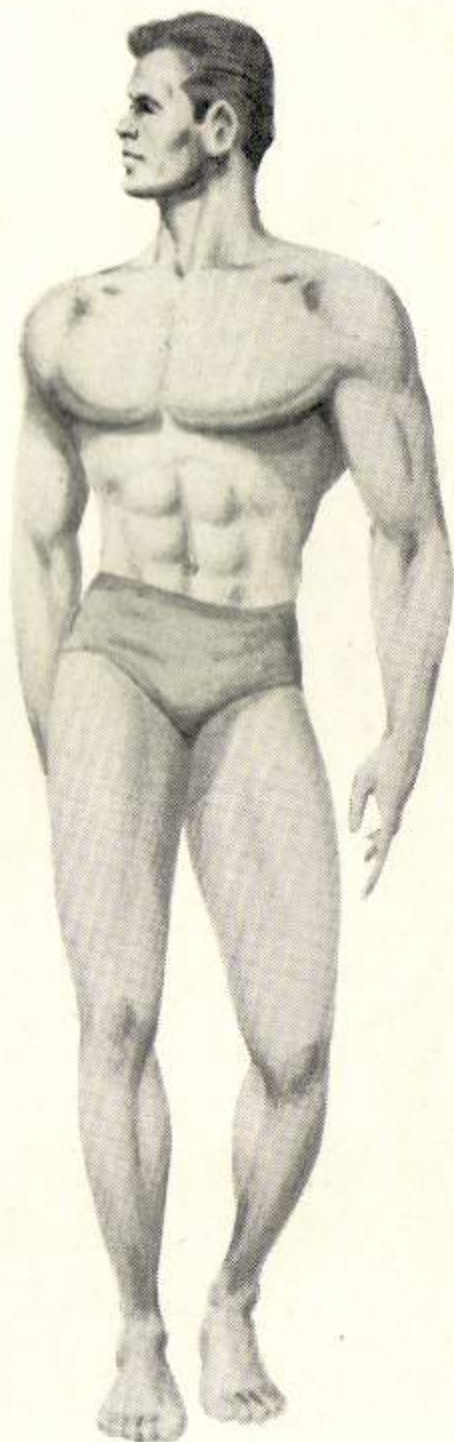
Romances begin with initial attraction. The girl sees the handsome man in the lobby,

or overhears a pleasing deep voice . . . or admires the sleek physique on the diving board. Similarly, the personnel manager is impressed with the applicant's good looks, his clean cut manner or his speech during the hiring interview.

In the second stage, the girl . . . or the boss . . . finds out what the fellow is really like. Even if he is an Adonis at the beach . . . or a boy wonder in the employment office, he will fall flat if his inner self is nothing admirable. The wolf in sheik's clothing may find himself tossed out on his attractive ear if it is discovered that his spotless shell harbors a rotten egg of a personality.

The fellow who has given some thought to his future, will make a two-sided attack for self-improvement. Not only will he try to make himself as physically attractive as nature will permit, but he will try to develop characteristics that will make him "a good guy to have around" once he has stopped rippling his muscles and flashing his smile.

Take a lesson from any good salesman. You can't sell yourself if you let the door slam on your foot.



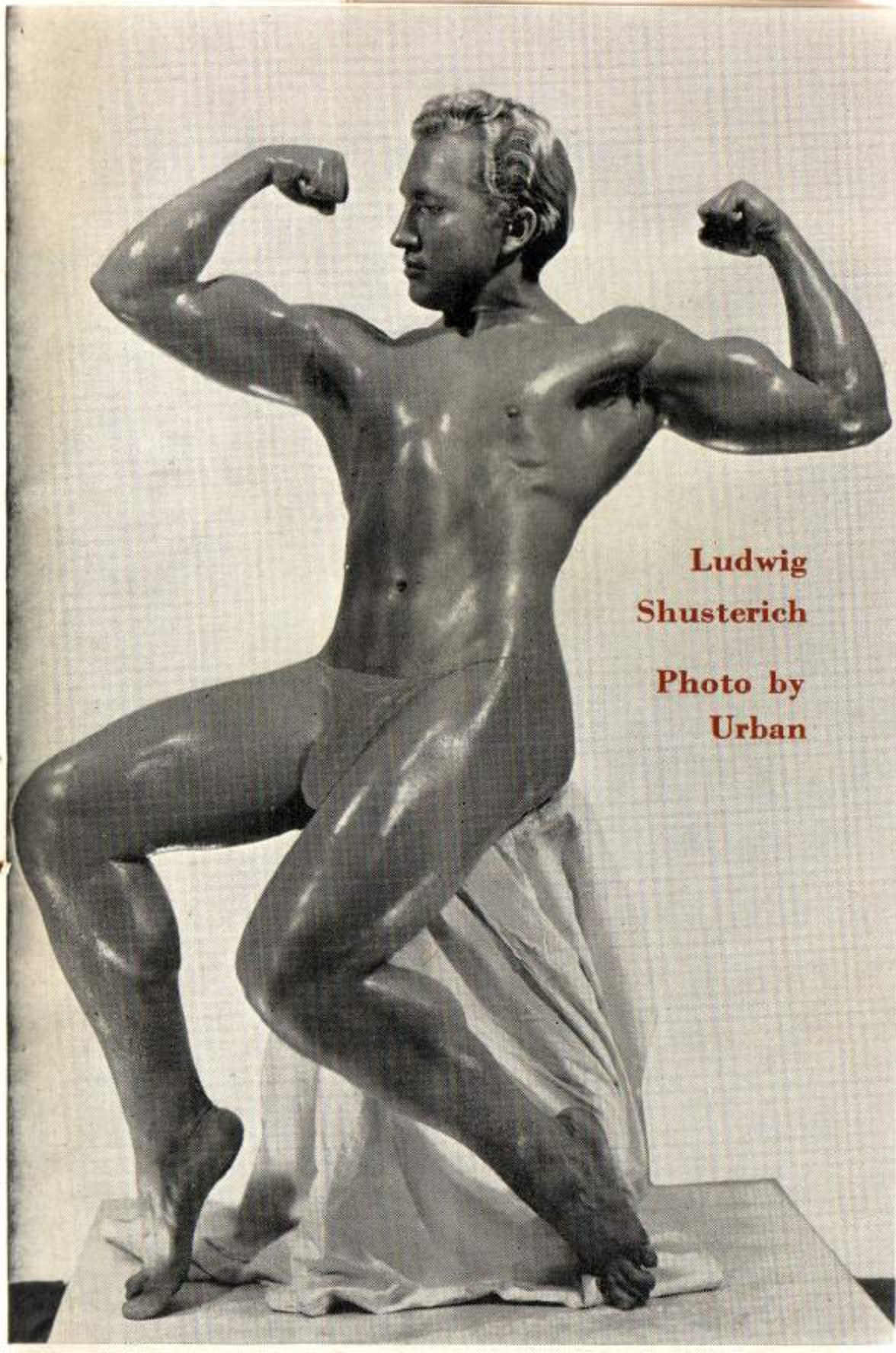
ATTENTION: Chicago Body Builders



Whether you're a newcomer . . . or a master of the Iron Game . . . you'll enjoy training in the Mid-West's most up-to-date gym, home of the famous "Johnson System". Personal instruction and constant attention insures results. You train on a program especially designed for your individual requirements.

IRVIN JOHNSON HEALTH STUDIOS
22 E. Van Buren Street
(In Chicago's Loop)

Drop in for a visit. No obligation, of course. Or phone:
HARRISON 7-0773

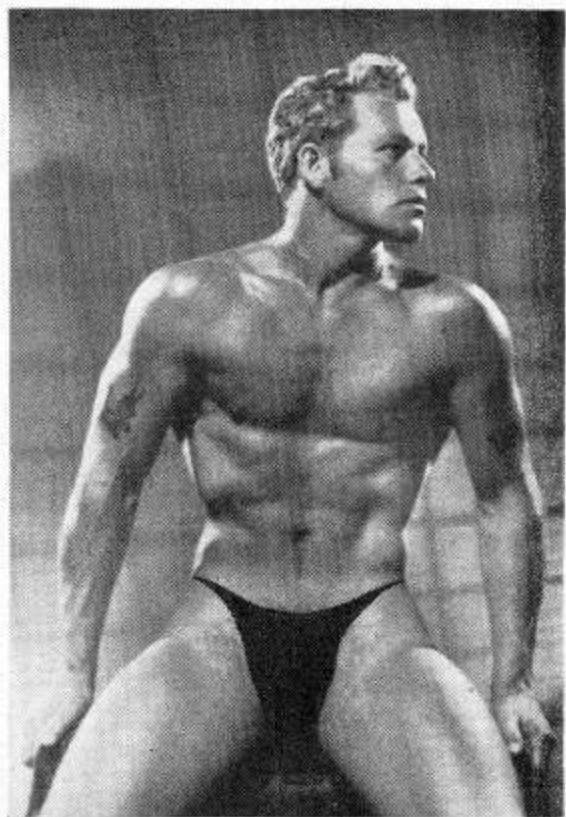


**Ludwig
Shusterich**

**Photo by
Urban**

PHYSIQUE PICTORIAL

1 Year (4 issues): \$1 Sample Copy: 25c



"ORPHEUS IN HADES" by George Quaintance, the cover of the Winter '52 edition of the artist's magazine, **PHYSIQUE PICTORIAL**. Every issue presents several full page 5x7 reproductions of physique paintings by Quaintance and other outstanding artists.

A FULL PAGE 5x7 reproduction of **JACK CONANT** (above) and half-a-dozen other popular West Coast and European models appear every issue. Physique Pictorial presents full page studies of outstanding models, many never offered to physique magazines.

PHYSIQUE PICTORIAL

Dept. TM-1 1834 West 11th St., Los Angeles 6, Cal.

TO THINE OWN SELF BE TRUE

BE YOURSELF

HOW many times have you wanted to do something, but didn't . . . or done something you didn't want to do, **because you feared what others might think?**

Society has set up hundreds of limitations on human conduct, some good . . . some bad. Of course, some limits are good for all, but many are so trivial that they add nothing to the welfare and even detract from the enjoyment of life.

Non-conformists to society's pattern are labeled "individualists," as if there were something peculiarly bad about being an individual.

For example, men wear neckties on the hottest summer days, not because they enjoy sweating, but because it is "the thing to do." Peas are eaten with a fork though it is easier to use a spoon. The alcohol-hater politely downs a martini "to be sociable" and the fat man devours a rich dessert because it would be "impolite" to refuse it.

Many people think the worst thing they could do would be to "be themselves." They try to act like someone else . . . put up false fronts to hide their real personalities.

General Grant studied Caesar and Napoleon, but he didn't try to act like them. He **learned**, but he didn't **copy**.

General Sherman once wrote Grant: "If you continue to be yourself—simple, honest and unpretending . . . you will enjoy the respect and love of friends, the homage of millions."

Michaelangelo, one of the most original artists of all time, spent years studying the works of other artists . . . not to copy, but to learn. Knowledge gained from others helped him grow mentally.

Be yourself. Develop the talents you have. Don't pay too much attention to what others think. If they respect you as an individual, they will like you for what you are.

It is better to be liked for what you are than to act like somebody you are not.



PARTY TIME

Open house at the home of Philadelphia specialist, Dr. T. Ealy, drew a happy crowd of celebrities in the body building field. The three random shots by AL URBAN point up the fact that "a good time was had by all."

TOP LEFT: IRVIN JOHNSON and ROY HILLIGEN join in a musical duet while JACK DELINGER prefers to "sit this one out."

TOP RIGHT: Toothpaste smiles beam from this group under the archway in Dr. Ealy's beautiful home. Standing are (L to R) Mrs. EALY and Dr. EALY, ROY HILLIGEN, IRVIN JOHNSON, JACK MERJIMEKIAN, and an unidentified guest. The seated couple is also unidentified.

BOTTOM: Smiling at the birdie are (standing) Big STEVE STANKO, JACK DELINGER, JACK LIBERTORE, FRANK STRANAHAN, his date, Pete George's trainer, and behind him PETE himself. JOHN TERPAK, Dr. EALY and IRVIN JOHNSON.

The couple seated lower left remain anonymous. Right next to them is smiling ROY HILLIGEN and a close friend. The next two ladies are happy and unidentified. On the right is Mrs. EALY.

The three gentlemen kneeling in the foreground are NORBERT SCHEMANSKY; JOHN TERPAK'S handsome, athletic son; and GEORGE EIFERMAN.

..The man with the hat (lower left) and his son are unidentified. Just under the table and out of camera range is the TM reporter who was supposed to get the names of the many "unidentified" guests.

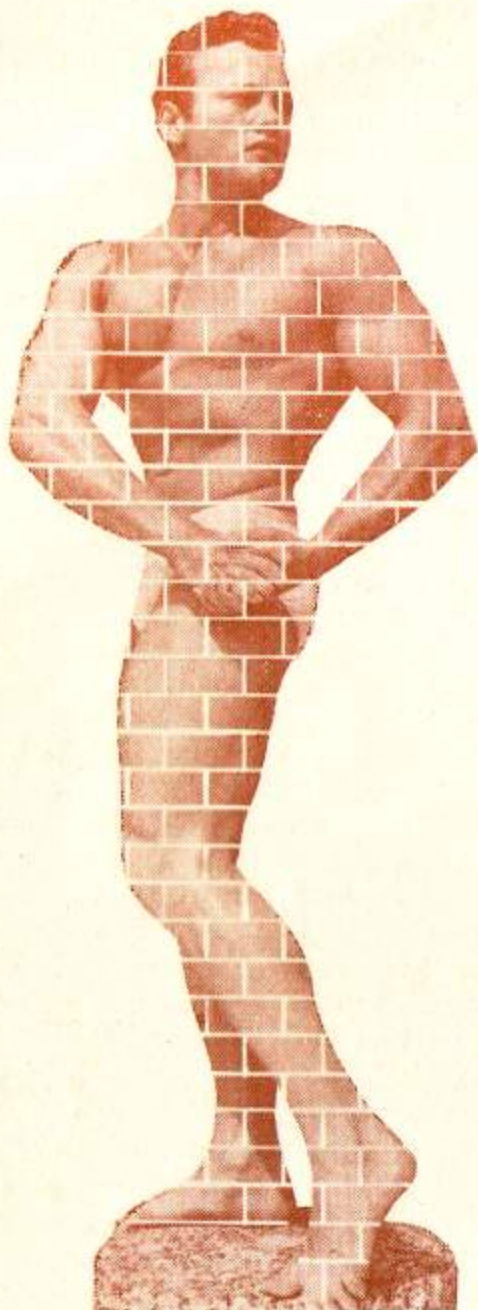
COMING UP . . .

The Junior Metropolitan Weight Lifting Championships and Physique Show will be held Saturday, January 17, at the Brooklyn Central Y.M.C.A., 55 Hanson

Place, Brooklyn 17, N. Y. Show starts at 5 p. m. Entry fee will be \$1.00 for each contest, and entry blanks may be obtained from the Metropolitan Association A. A. U., 233 Broadway, New York, N.Y. Admission charge \$1.00.

PROTEIN

Your Body's Building Blocks



“...the bricks used in building a human body are cells of protein...”

FRANKENSTEIN'S monster is a legend known by everyone, but suppose for a minute that you were Dr. Frankenstein, setting out to build a human body.

Naturally, you'd want to produce the best body possible. It should be strong, handsome, bursting with vitality, vigorous, and it should have an enduring quality to make it last a long time.

Actually, this little fantasy is not so far fetched as it seems. Over the years, you have already built a body. Just as a mason builds a brick wall, you have developed a body. You used food instead of bricks and mortar. When the food entered your body, it was changed into new cells and your body grew. When cells crumbled and died, you replaced them with new cells.

If our mason had used cheap bricks and mortar, his

Scientific Research Uncovers The Hidden Secrets of Protein And Its Importance To You

wall would probably fall apart in a few years. The same holds true for your body. If you haven't used the right food in its construction, you have probably produced an inferior product. It will probably not hold up under strain, it may get tired too easily and break down too often, and it won't last as long.

THE bricks used in building a human body are cells of protein. Only recently have these miraculous building blocks come into the limelight. For years, the secrets of protein were locked in a maze of complex chemistry. Now scientists and doctors are discovering the secret powers of protein . . . and the spotlight has switched from the "glamour girls of health," vitamins and minerals, and now beams on body building protein.

It is now believed that protein may hold the very secret of life. It may be the key to banish death at 60 or 70 years.

If old age and death means a deterioration of body cells, scientists reason that protein may be the element that will revitalize these cells and thus push back old age and death.

There is no law which limits a man's life to 70 years. Indeed, death has already been pushed back many years. After the recent discovery of 350 prehistoric human skeletons in Europe, anthropologists have estimated that the life span of these ancestors of ours was under 35 years!

PROTEIN DEFICIENCY is more prevalent than most people think. The "tired, listless, run-down" people you hear about in the **Turn to page 39**



AL URBAN ORIGINALS

Photographic Masterpieces of the Male Figure
An invaluable aid to art and anatomy students, sculptors, painters, art teachers and to all other artists employing the male figure in their work. Catalog No. 9 priced at \$1.00 or the complete set of SEVEN catalogs (3 to 9 inclusive) for \$6.00. The complete set offer includes FREE one 8x10 study of one of URBAN'S famous models.

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World's Outstanding Physique Photographer

PROTEIN continued —

radio commercials hardly ever blame protein starvation for their troubles. They really don't know what to blame, for protein deficiencies are treacherous. It is difficult to detect them until an outward sign appears.

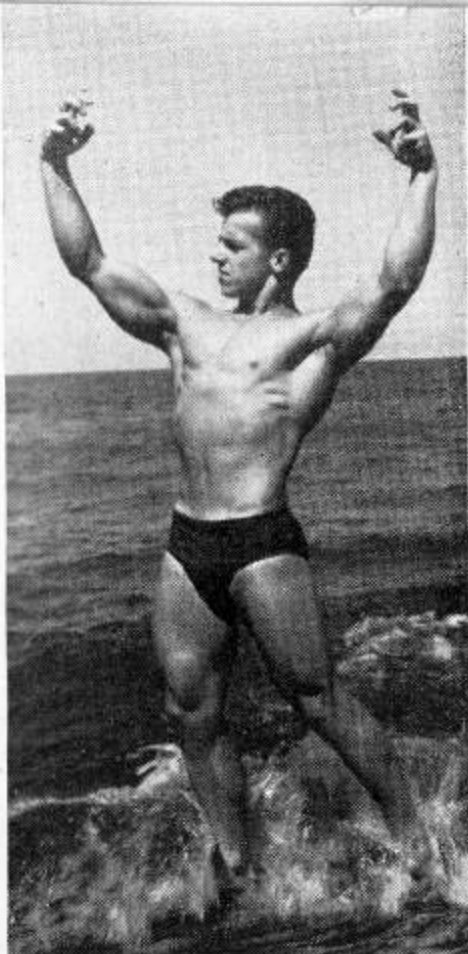
Strange things have come to light through experimentation with protein. In one study on healthy young men, it was discovered that cutting out protein intake brought about a complete loss of interest in the opposite sex.

White rats and guinea pigs developed blindness and "grew old" more quickly when protein was removed from their diet. The animals also became more nervous, displayed muscle weakness and stopped mating.

Other studies on the dietary habits of older people indicate that the aging process is speeded up by the fact that older people tend to eat less. Though the body normally continues to grow until death, insufficient nutriment stops any chance of growth. Cells die, but there is nothing to replace them.

Old age and death is actually a matter of the body cells dying of starvation!

Turn to page 42

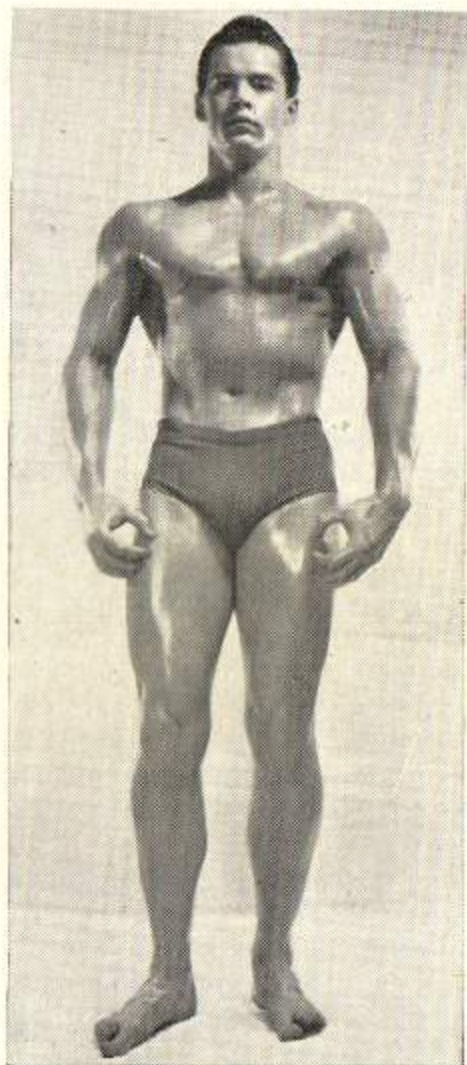


"COME ON IN, THE WATER'S FINE." We can guarantee this is NOT a recent picture of **EDDY ZALE**. It was taken last summer as Ed plunged into Lake Michigan for a swim.

Zale continues to grow bigger and stronger. For a while he had reached a sticking point at 165 pounds. Thanks to the addition of **Hi-Protein Tablets** to his diet, he gained 9 pounds in a month. Ed is well on his way to becoming one of the "greats" of the Iron Game.

AMAZING BUT TRUE!

This Man Built a New Body in 35 Days



IT'S HARD TO BELIEVE, but the two pictures on the opposite page were **taken just thirty-five days apart!**

This 22-year-old man underwent thirty-five days of Irvin Johnson's famous nutritional therapy and exercising program . . . and built himself a power-packed "he-man" physique. He added **26 POUNDS OF HARD, FIRM MUSCLE** . . . added inches to his shoulders, chest, arms and legs. His strength increased.

He found . . . as hundreds of others have discovered . . . that more can be accomplished in a short time with the revolutionary Irvin Johnson methods . . . than in years of present, outdated body building methods.

BUT WHY TAKE OUR WORD FOR IT? READ THESE LETTERS

It is with a great deal of pleasure that I write this letter telling you what a superb course you have written. I recommend your course very highly to anyone wanting the **BEST ALL-AROUND COURSE OF BODY BUILDING AND DIET** from which they can obtain maximum results.

Peary Rader,

Editor, IRON MAN Magazine

Before I received your instructions, I used quite a bit more weight, but always felt knocked out after my workouts. I've taken your advise . . . and I feel like a new man.

George Vogedes

Brooklyn, N. Y.

I highly recommend your Scientific Body Building and Nutrition Course. I have made **terrific gains** by following your advice.

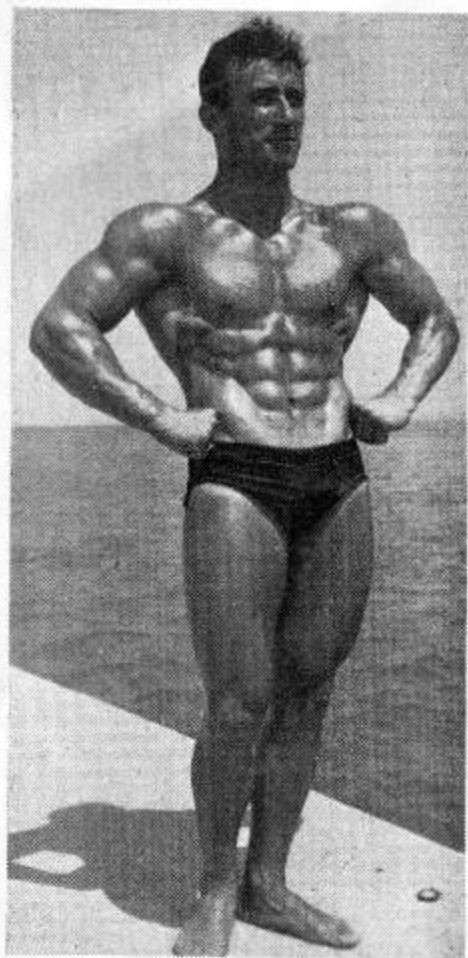
William Ridgely

Baltimore, Md.

IS IT WORTH 2c TO YOU to find out more about this revolutionary new approach to body building? Then get the full story. Send a postcard request for information on the Johnson Program . . . today.

IRVIN JOHNSON HEALTH STUDIOS

22 E. Van Buren St., Chicago 5, Illinois



STEVE MASSIOS is a great believer in the value of food supplements. During a two week experiment he conducted on himself, (adding Hi-Protein tablets to his diet), he found his increased strength enabled him to lift 20 pounds more with all weights. Massios was a resident trainee at the Johnson Health Studios and is now living on the east coast.

PROTEIN—Continued

EVERYDAY you hear parents explain that little Jimmy needs to eat more food "because he is a growing boy." By this line of reasoning, people reach maturity and then the body stops growing. Nothing is more false!

Body cells are torn down and rebuilt at an amazing rate. The body you live in today is not the same body you lived in last year. Next year you will "trade it in on a new model."

Actually body proteins make a complete turnover twice a year! Some hard-working parts turn over more frequently. Your liver, for example, changes its protein every ten days.

Just for a moment, let's return to our early comparison of the brick wall. If the wall requires 1,000 bricks, the mason can't build it with only 700 bricks. The same is true of your body. If a certain muscle had 5 million cells break down yesterday, it would not grow if you provided your body with enough protein to build only 1 million cells.

Protein is not a cure-all, but it will give your body vital raw material to manufacture a war machine to withstand the battle of life.

Develop a Strong **HE-MAN VOICE!**



PEOPLE RESPECT A FULL-TONED, BIG VOICE

Add *controlled* strength to that voice of yours and people will listen when you talk. A stronger voice may make you more interesting, more persuasive, more poised. What you say will have more importance, when your voice has new **VIGOR, CHARACTER** and **STEADY POWER.**

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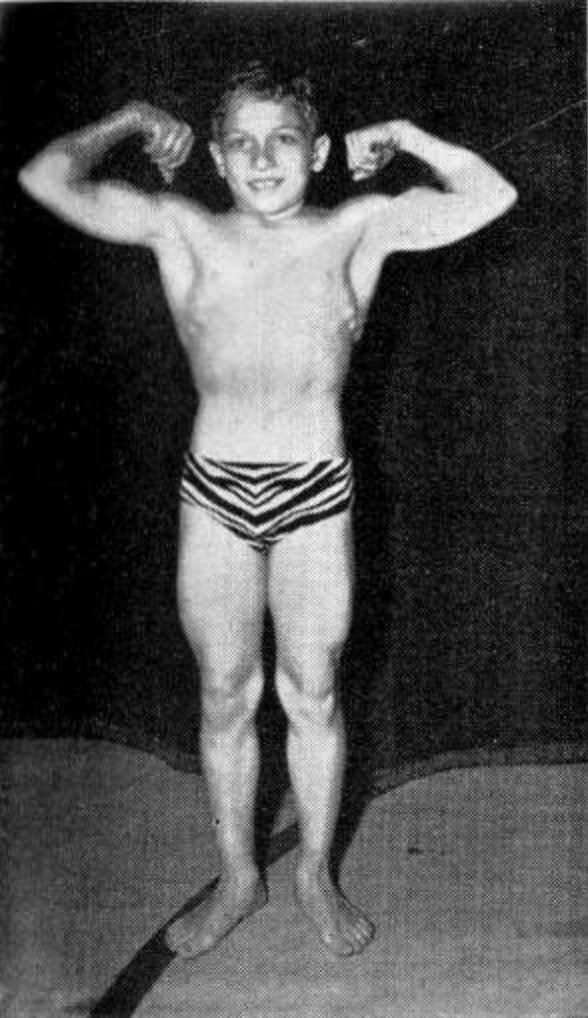
Please send me—free and without obligation—your inspiring and helpful illustrated booklet "How to Strengthen Your Voice to be More Successful," by Eugene Feuchtinger. Mail in plain wrapper. No salesman will call.

NAME _____

ADDRESS _____

CITY _____ STATE _____

My age is: _____



Boy Wonder

The young gentleman pictured on the left is one of the marvels of our time. His name is PAUL OUDINOT, JR., and at 11 years of age and a body weight of 80 pounds, he has astounded body builders and the general public alike with his amazing feats.

The son of Paul Oudinot, Sr., who operates a gym in Reading, Pa., Paul started training just a little over three years ago. He then weighed 59 pounds.

Young Paul was a featured performer at the recent "Mr. World" show in Philadelphia, doing such stunts as the wrestler's bridge shown in the bottom photo. He is shown bridging under a combined weight of 462 pounds . . . almost six times his body weight!

Here are some rather impressive measurements for this young body builder: Neck, 13"; Biceps, 11 $\frac{1}{4}$ "; chest 32"; (expanded, 36"); Thighs, 19 $\frac{3}{4}$ and calf, 13".

The three youngsters seated comfortably atop Paul are his brothers, Dickie, 3 and Walter, 6, and his sister, Susanne, 7. We think Papa Oudinot has every right to be proud of his handsome flock.



Do You Read IRON MAN MAGAZINE?



All who have seen Iron Man say that it is the finest bodybuilding magazine being published. It is published bi-monthly, printed on fine enamel paper and filled with quality photos and articles by famous writers. All subjects on strength sports thoroughly covered. 6x9, 64 pages, 35c per copy or \$2.00 a year.

**IRON MAN
MAGAZINE**
Alliance, Nebr.

IRON MAN PUBLISHING CO.

"TOMORROWS MAN" was produced in the modern printing plant of the Iron Man Publishing Company, publishers of Iron Man Magazine. All kinds of quality job printing—publication work a specialty. Write for quotations and full particulars for your next job.

IRON MAN PUBLISHING CO., ALLIANCE, NEBR.

YOU DON'T NEED BARBELLS TO DO

Pushups

Between

Benches

Sometimes it is just not possible or practical to work out with barbells. Men who live in small apartments . . . traveling salesmen . . . and those who frankly can't afford to buy them . . . all have a desire to exercise, but lack the facilities to do weight work.

Here is one exercise, adapted from the many weight-less exercises in Irvin Johnson's Scientific Body Building Course, which you can do wherever you are . . . wherever you go.

It's a slightly tougher version of the army's pushups, but you have to make deeper dips since you're perched above the floor instead of resting directly on the floor. For this reason it is better and more effective than the bench press in many ways.

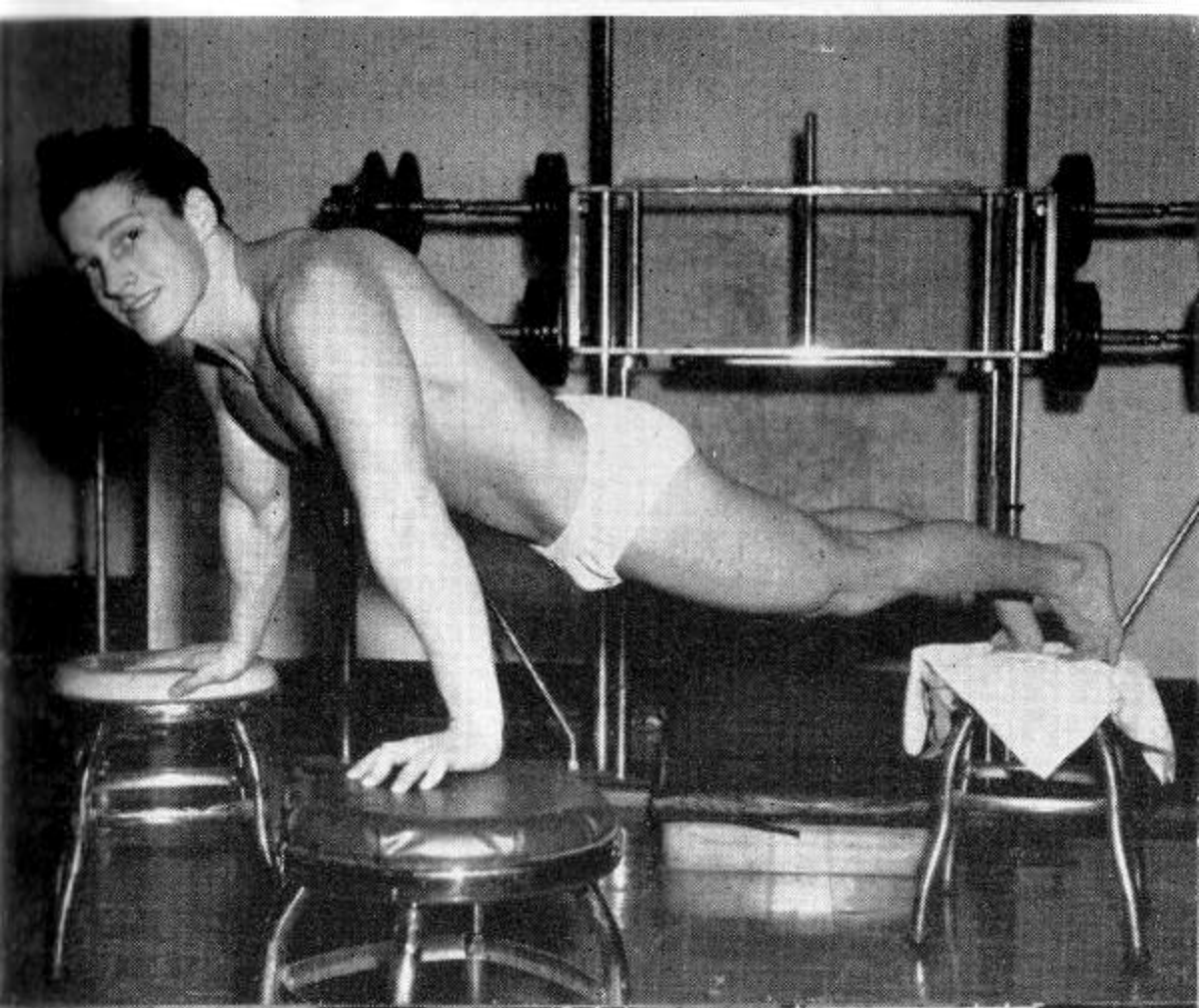
Here's how to do the pushups for best results:

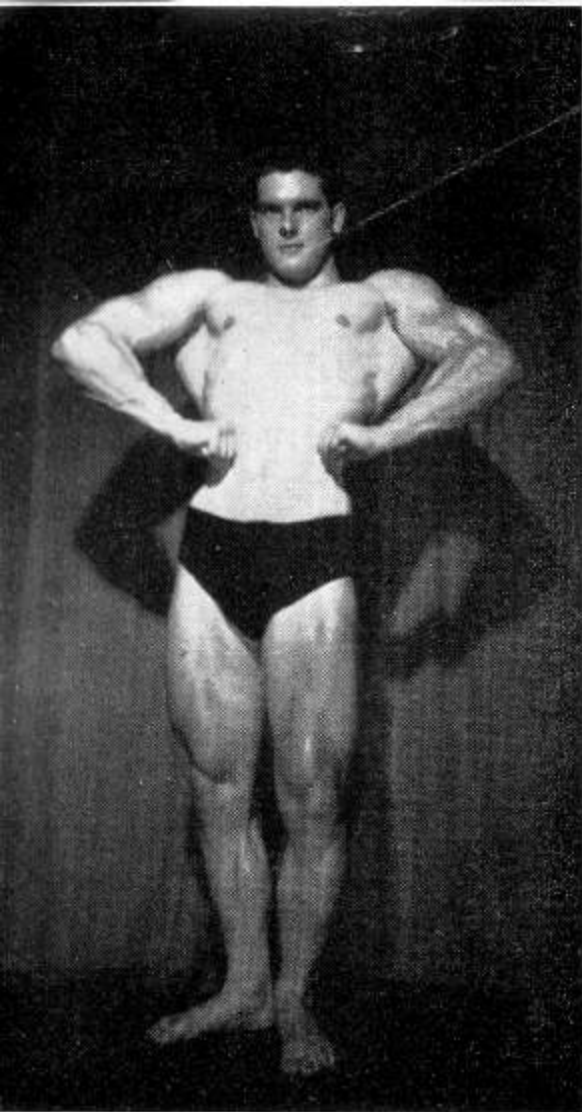
Get three benches, stools or chairs. Place your feet on one, and your hands on the other two. The stools on which you place your hands should be shoulder width apart.

Lower your body between the stools. Let your elbows go into any natural position. Above all, keep your body as straight as a board throughout the exercise. Inhale as you go down, exhale after you have pushed up and your arms are locked.

This is a good all-around exercise . . . aids in developing the deltoids, triceps, chest and pectoral muscles. Even if you work out with weights, this exercise should be a "must" on your workout schedule.

Handsome cover man BILL KUGLER demonstrates the push ups.





Here's a shot of the popular Mid-West body builder, **AL BRIJUNAS**. Al, who has one of the country's most well-developed physiques, won the "Mr. Chicago" title in 1950. It is interesting to note that the second and third place winners, **HOMER CHELEMENGOS** and **JAMES PARK**, also trained at the Irvin Johnson Health Studios.

"Mr. World . . ."

posing ability. They included **DICK MANSON**, **JOHN SCHUBERT**, **MARK EVANS** and **FELIX ZABENSKY**.

CLASS A: (Over 5'9" tall) **JIM PARK** finished first, followed by **GEORGE PAINE** of New York, second; and **WALTER CUZZIMANO** of Leonia, N. J., third.

Park has everything . . . and fresh from his victory in the '52 "Mr. America" show, he thrilled the crowd time after time as he turned gracefully from one pose to another.

WALTER CUZZIMANO has won "Mr. New Jersey" and "Mr. Middle Atlantic" titles, and placed 6th in the 1952 "Mr. America" show. He has a very powerfully developed physique, with muscular arms and back, fine pecs and chest, beautiful abdominals and well-shaped thighs and calves.

LEONARD PETERS has the best deltoids I've ever seen. And what triceps! Wonderful separation in the back muscles, too. He is one of the best heavyweight lifters in the New York City area, and he won the "Mr. Metropolitan" title in 1952.

..... continued from page 13

CONSTANTINE KOSIR-AS has symmetrical proportions and was very well received by the crowd.

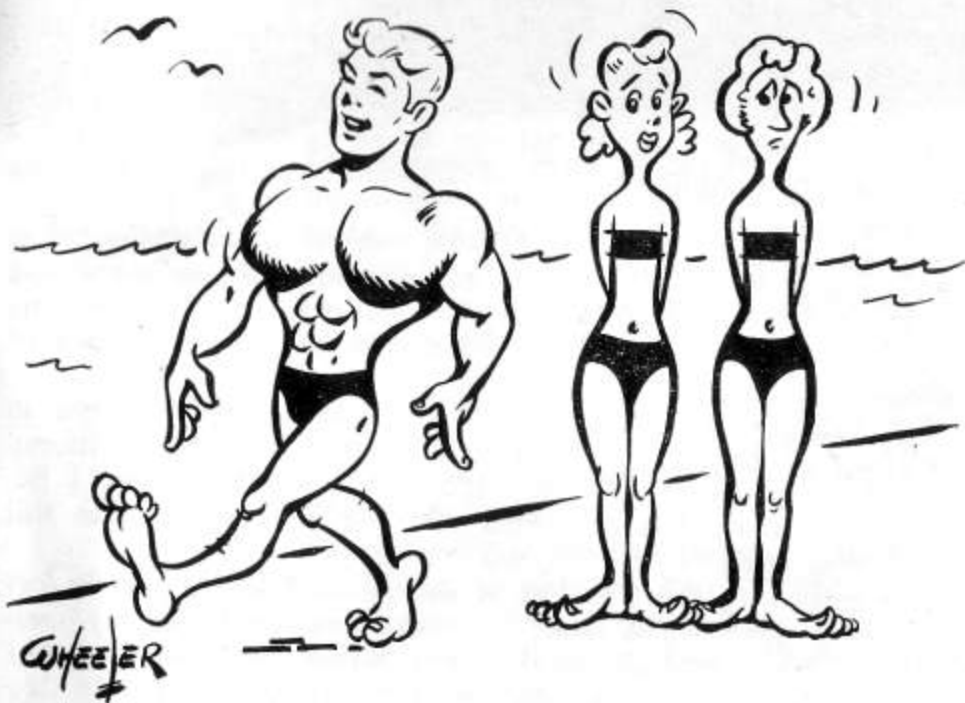
DICK TORIO has good all around development and very nice definition.

LEONARD BOSLAND possesses a very good physique and displayed marked posing ability. Earlier in the show, Bosland performed a Bent Arm Pullover on bench with 305 pounds (3 reps)!

BILL CERDAS, I think,

will become a serious threat for the "Mr. America" title . . . with a little more weight. He has a very fine classical physique and placed 10th in 1952's "America" show. He is a master poseur with beautiful proportions.

OVERALL WINNERS for the "Most Muscular" title were **ROY HILLIGEN**, Class B, first; **YAS KUZUHARA**, Class C, second, and **JIM PARK**, Class A, third.



WE'RE PROUD OF THIS LETTER -----

Dear Mr. Johnson:

I wanted you to know how impressed I am with the results I have enjoyed following your Scientific Nutrition and Body Building program. You may remember my visit to your gym about two months ago. I guess you thought I was quite a cynic, for I frankly did not believe you could help me.

When I was 16, I broke my spine and spent three long years flat on my back in a full body cast. After 19 operations, I was pronounced "well" and released from the hospital. But during all the years that followed, I was never able to get back to my "pre-accident" condition.

I worried about my condition, and sought professional advice. I went on all kinds of schedules, but got nowhere fast. Last winter, financial setbacks and my wife's serious illness drove me to the verge of a nervous breakdown. (I was off work four months!)

I came to you by chance. One morning, I stepped on the scales and discovered I had lost 8 pounds since the previous day. I decided something had to be done. Then fate stepped in.

The people in the next apartment set a wastebasket full of old magazines out in the hallway to be collected. I spotted a copy of "Iron Man" on top of the pile and began thumbing through it.

I read the article about the 16-year-old whom you improved so miraculously in just 35 days. I decided you might do something for me . . . but several hundred dollars spent in disappointing "self improvement" campaigns explain my very apparent lack of faith.

I've followed your suggestions, and I've never felt better in my life. And mind you . . . I am following only the nutritional part of the program. I haven't touched a barbell! (When I begin weight work, I'm confident that the increased results will amaze even me!)

I've gained 15 lbs. I'm full of energy, and I really look forward to a day's work. That's important, since I run my own business. When I came to you, my nerves were so shot that I couldn't hold a cup of coffee without spilling it. In only five weeks, it hardly seems possible I could have improved so much.

Jim Manning, Chicago, Ill.

Tomorrow's
MAN



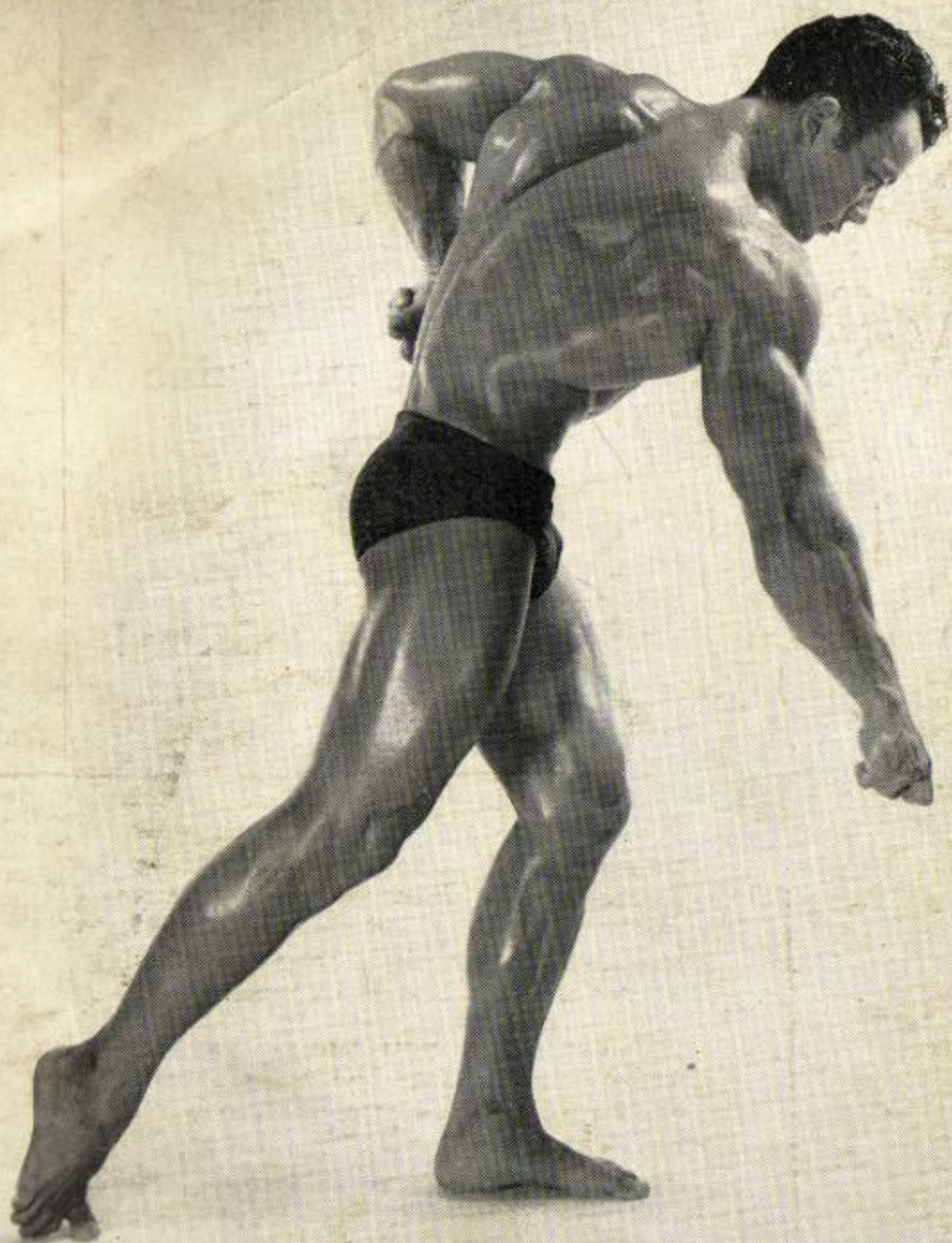
the
little
magazine
with
big
shoulders!

Tomorrow's Man is a brand new magazine in the body building field. You'll like its convenient pocket size . . . its short, pointed stories . . . its big, sharp pictures of the world's best built men.

TM comes to you power packed with news about Irvin Johnson's revolutionary new approach to body building.

Start getting results in your body building program. Put "TM" on your must list. A few charter subscriptions still open. Send \$2.00 for 12 full issues to:

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



Jim Park -- "Mr. World"