

# Tomorrow's MAN

1/7/53

## SEX APPEAL CAN LAST

See Page 26

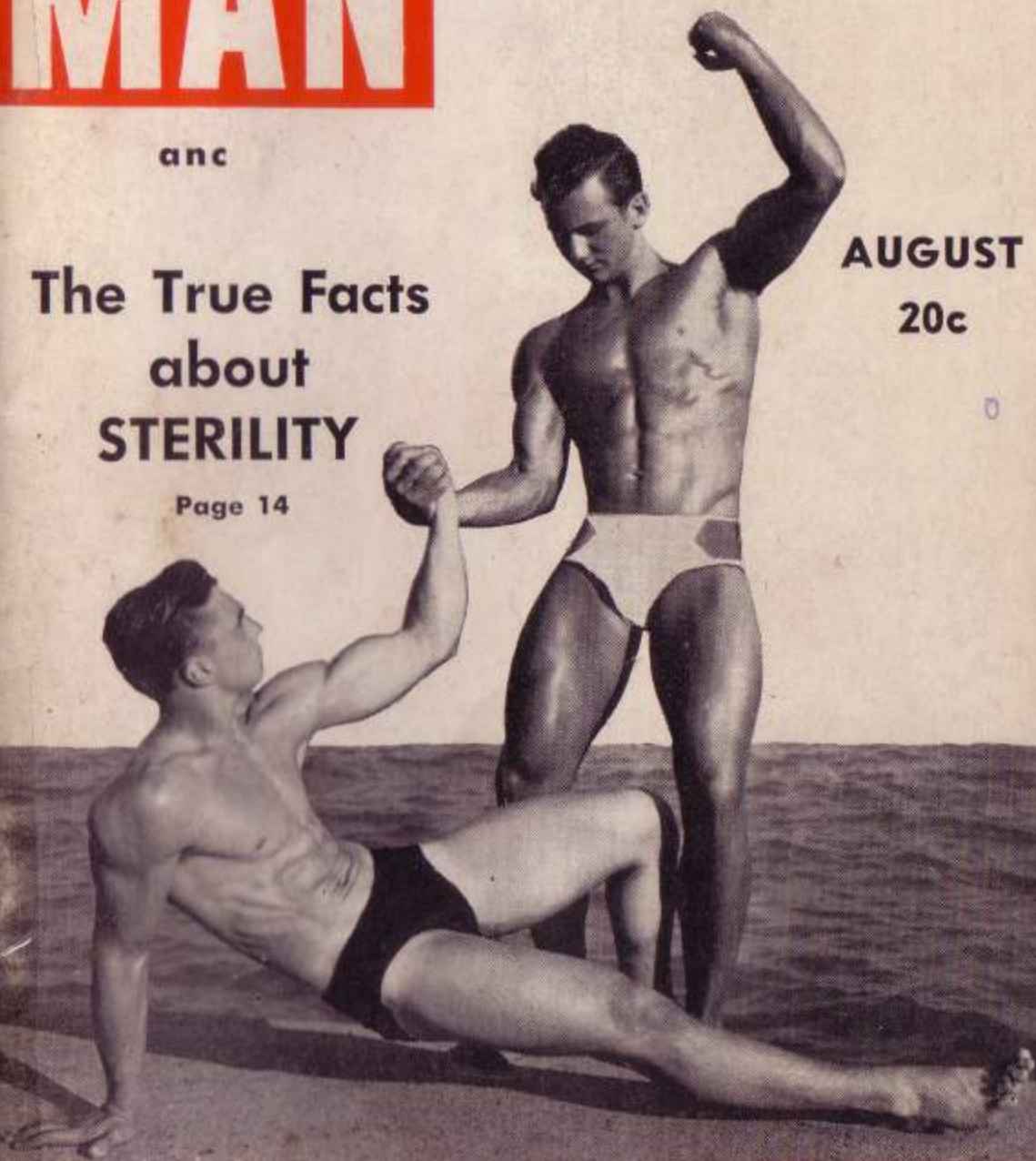
and

## The True Facts about STERILITY

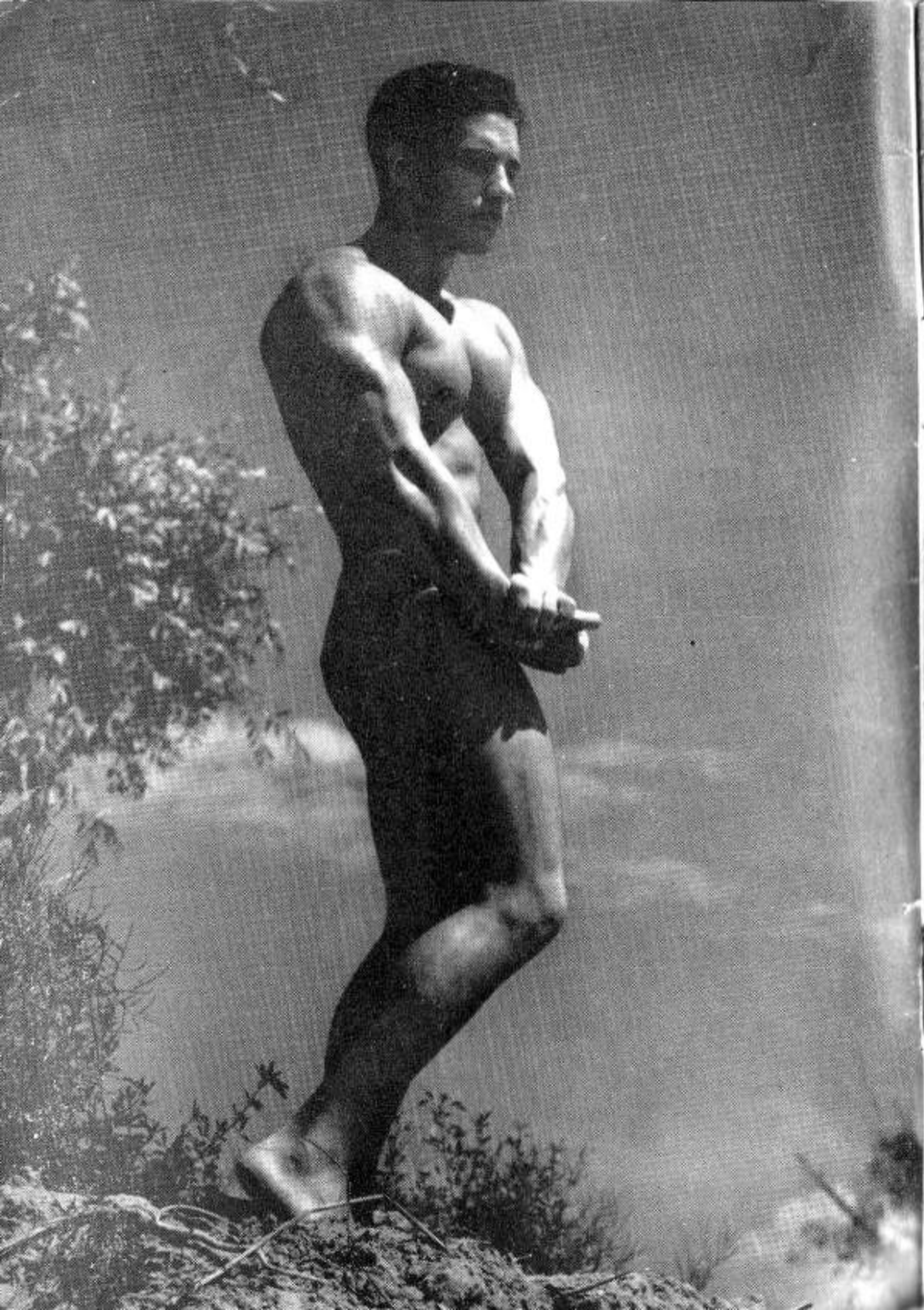
Page 14

AUGUST

20c



# SUCCESSFUL BODYBUILDING



THE PUBLISHER TAKES  
AN ASKANCE GLANCE AT

# A Stuffed-Shirt Tradition

IT ISN'T very profound to comment that it get's pretty hot in summer. But while we can't do much about the weather, *we can intelligently adapt ourselves to it.* If you have ever visited a business office on a summer day, you'll see how "*intelligently*" people adapt themselves to the heat.

On the sultriest day, you'll find fellows at their jobs, sweating freely and looking generally uncomfortable. They'll be wearing stiff, starched collars, tightly drawn neckties, and sport coats. Of course, they dare not remove those superfluous garments, for to do so would not be "businesslike," and in the business world, it seems that clothes *do* make the man.

I was pleasantly surprised to find an item in *Advertising Age*, the respected journal of the ad profession, which commented on this tradition of business-like appearance at the expense of personal discomfort. Wrote *Ad Age*:

"In offices by the thousands, clerical employes—usually males—are compelled to face the day in formal business dress. They would be more comfortable, *and a good deal more efficient*, if they could dress in relaxed fashion.

"Industry's almost traditional insistence upon formal business attire . . . dates back to the hoary days of the founder, who had simple little notions about dress . . . that endure a hundred years after the founder has turned to ashes."

These few comments will probably start no revolution in the business suit industry, but I wanted to get them off my chest . . . which, incidentally, is quite comfortable at the moment in a loose-knit, open-neck sport shirt.



**THE MEN ON THE COVER** are two favorites of TM readers, Hank Miller, standing, and Bill Cisler. Hank (who appeared on last month's back cover) is last year's "Mr. Illinois" and is now serving in Uncle Sam's Navy. Bill is a regular trainee at the Johnson Health Studios, and both, of course, are avid followers of the Johnson system of scientific bodybuilding through exercise, diet, and food supplements. We consider both of them splendid examples of "Tomorrow's Man."

---

## **IN THIS ISSUE**

A Stuffed-Shirt Tradition—(Editorial).....	3
Putting the "He" in "He-Man"—(Exercise).....	8
The Curse of Sterility.....	14
Poor Diet Shortens Lives.....	18
Measuring Your <i>Personal</i> Success.....	22
Sex Appeal After 50.....	26
Mat Man.....	30
Danger: Narrow Shoulders—(Exercise).....	36
An Old Snapshot Comes to Life.....	45
U.S. Marshal lauds TM's No-Smear Policy.....	47

---

Irvin Johnson .....Editor and Publisher  
William Bunton .....Managing Editor  
Joseph Voorhees .....Business Manager  
Cleo Dawson, Ph.D. ....Consulting Psychologist  
George MacGregor, M.D. ..Consulting Physician

# Tomorrow's MAN

Vol. 1 AUG. 1953 No. 7

**TM'S PICTURES** represent the combined work of many photographers.

Each month, we receive scores of photos, and those you see printed represent hours of sorting and comparing so that only the finest of the photographs received ever reach the printing presses.

We also receive many requests for information about the purchase of fine physique photographs. Rather than answer these requests individually, we are printing (on page 21) a listing of those firms which we have found to do superior work in the field. All are regular contributors, and all have met TM's high standards for picture quality.



**PICTURE CREDITS:** Irvin Johnson, Front and Back Covers, 5, 8, 9, 11, 26-29, 36, 37, 38, 52. Lon: 20. Cliff Ottinger: 30-31. Peter Pagan: 6. Spectrum Films: 25. AMG: 10, 51. EMA: 12, 19, 22, 35, 43. John Arnt: 17. Dave Martin: 33. Douglas: 2.

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.

## You are a V.I.P.\*

The most important people on our staff are our readers. Your ideas, comments, and suggestions help us to make TM your magazine.

\*Very Important Person

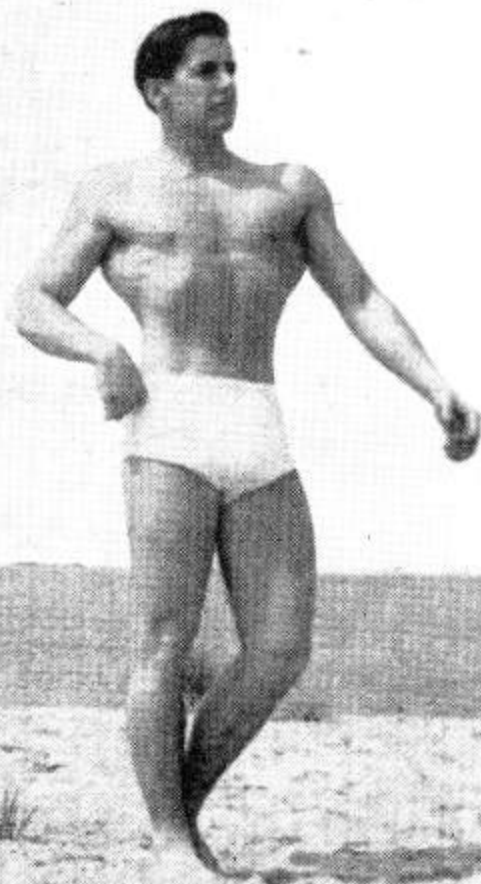


"I was able to get a copy of TM a week ago at the news stand but they really went fast. It's a wonderful magazine and fills a long felt need."

John LaLonde  
Cheboygan, Mich.

"Congratulations! Your magazine is just what the game needed. Size is perfect. Subject matter: could not be better. Pictures: best any magazine has had yet. As we say here in Sunny California, 'Really Fine, Man!'"

Paul W. Munneke  
Escondido, Calif.



"Being a soldier, I have always been interested in the sport. I believe (it) is as fine a sport that a young man can participate in, and wish it were possible for me to influence every young man to take an interest in it for his own health's sake."

Capt. W. G. McGann, QMC  
Long Island, N. Y.

RUGGED LOOKING BOY is Howard Eastman of Brooklyn. Firm deltoids, a trim tapering torso, and sturdy legs give him a self-assured look. Any gal would sit up and take notice if she spied this handsome fellow strolling down the beach. The pic is by Peter Pagan.

"So far my progress has been very good so I am keeping on with the Hi-Protein. I am 60 years of age and I am certainly making very good headway now in weight, strength, and general well being. If you would like a full report of my experiences, I will gladly give it to you. It may help others as it has helped me . . . even at my age."

**Henry Young**  
Toronto, Canada

"I have recommended your vitamin-mineral supplement highly to my friends. I have noticed a great difference in the two weeks I have been taking them. I feel so much better, less tired than I used to."

(Mrs.) Sara Friedman  
Hollywood, Calif.

"Please rush me 4 more pounds of Hi-Protein Food in powder form. I prefer Black Walnut flavor. I have put on about 12 pounds of body-weight with the eight pounds that I've taken so far, and am very satisfied."

**Cpl. S. S. Cultraro**  
U. S. Marine Corps  
Parris Island, S. C.

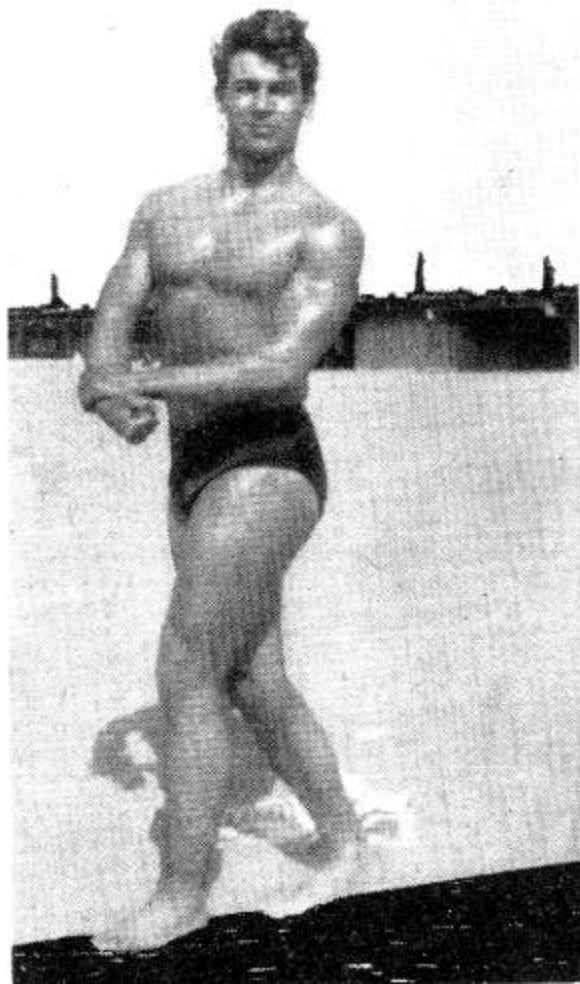
LADY KILLER (in a nice way, that is) is Joseph Carbo, of Brooklyn. Only 17, Joe is already engaged, proving that an impressive physique and good looks can't escape a gal's attention. A bodybuilder for just over a year, Joe reports a 27-pound bodyweight gain.

"I look forward to each issue of TM. It's one of the finest. In your January issue, you had a photo of Bob Schwartz by Athletic Model Guild. Could we have more photos of him in the next issue?"

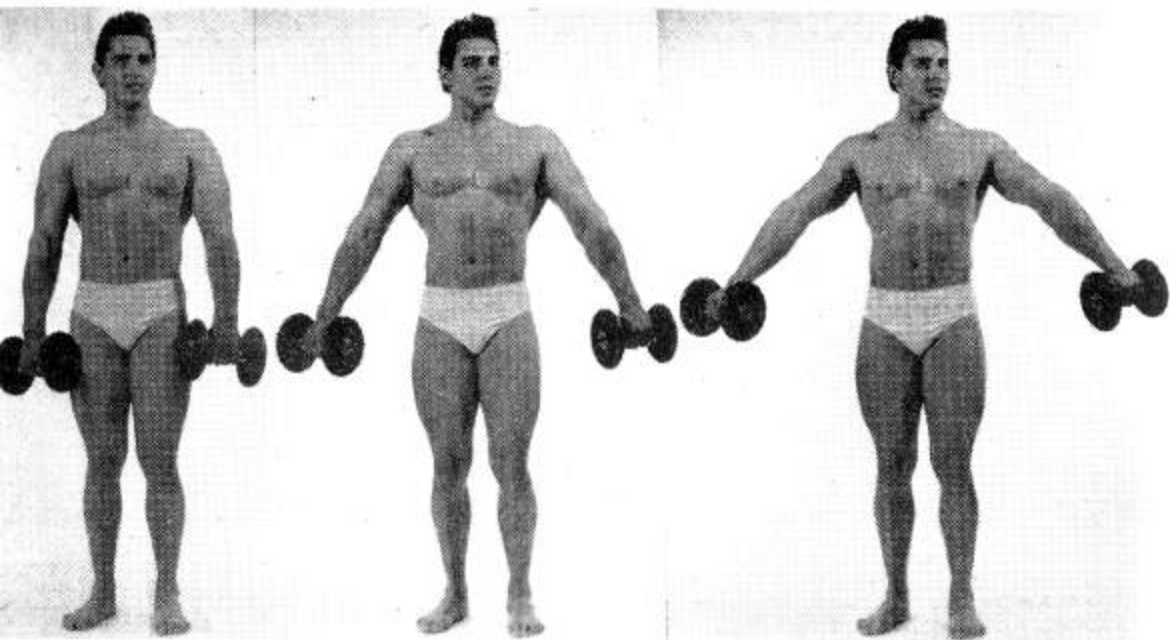
Name Withheld on Request.  
(Editor's Note: See page 51 for a rather unusual photo of Bob.)

"Hope you don't mind, but I have already made favorable references to TM on several of my broadcasts."

**Art J. Borgesen**  
WISE-TV  
Asheville, N. C.



# BROAD SHOULDERS put



HERE'S HOW to perform the "Lateral Raise Standing" for best results in shoulder development: Follow the Film-Strip illustrations in doing the exercise. Assume the starting position as in the first pose, with knuckles forward and the dumbbells in front of the thighs. Raise both arms together outward to the sides and up until reaching the "spread eagle" position. (Note that when you reach this position,

**Regular TM readers** may begin to think that we are neglecting every muscle group in the body except the shoulders, for we have been stressing this particular area heavily in past issues. Our motives are honorable, however, for we are hoping that the emphasis we are placing on shoulder development will be reflected in your own emphasis

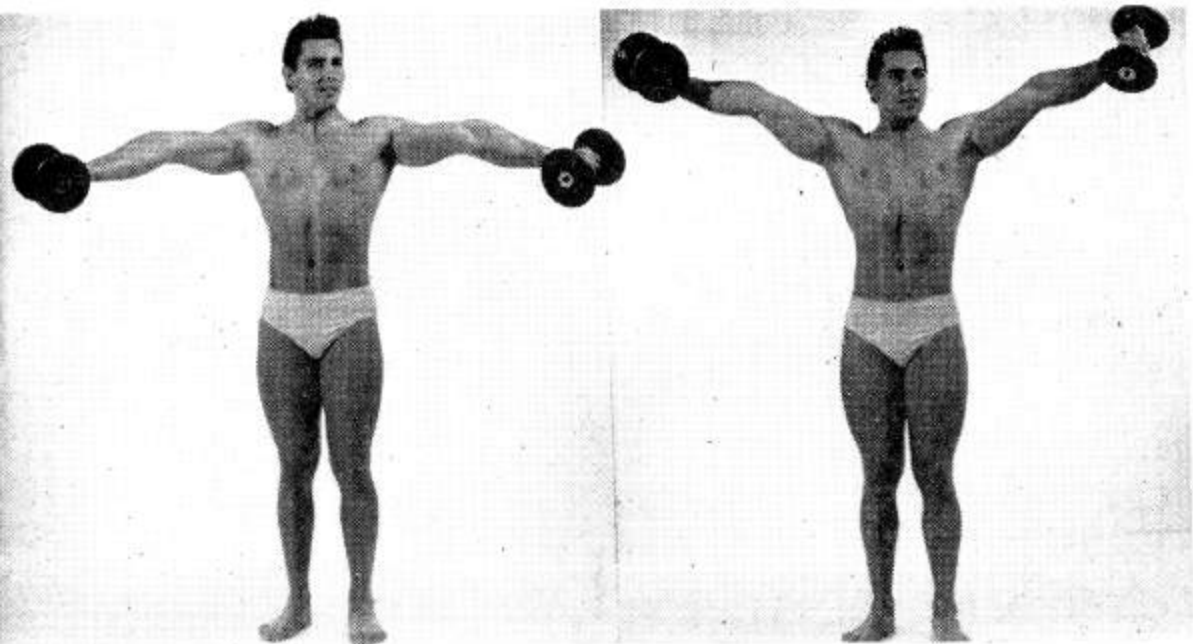
on shoulder exercises in workout periods.

Speaking of *emphasis*, it is the shoulder group which is most emphatically masculine of all muscles. As we've said before, women are characteristically narrow-shouldered and wide-hipped. In the male, the reverse is (or should be) true.

Here is an exercise, demonstrated by Homer Chelemen-



# the "HE" in "HE-MAN"



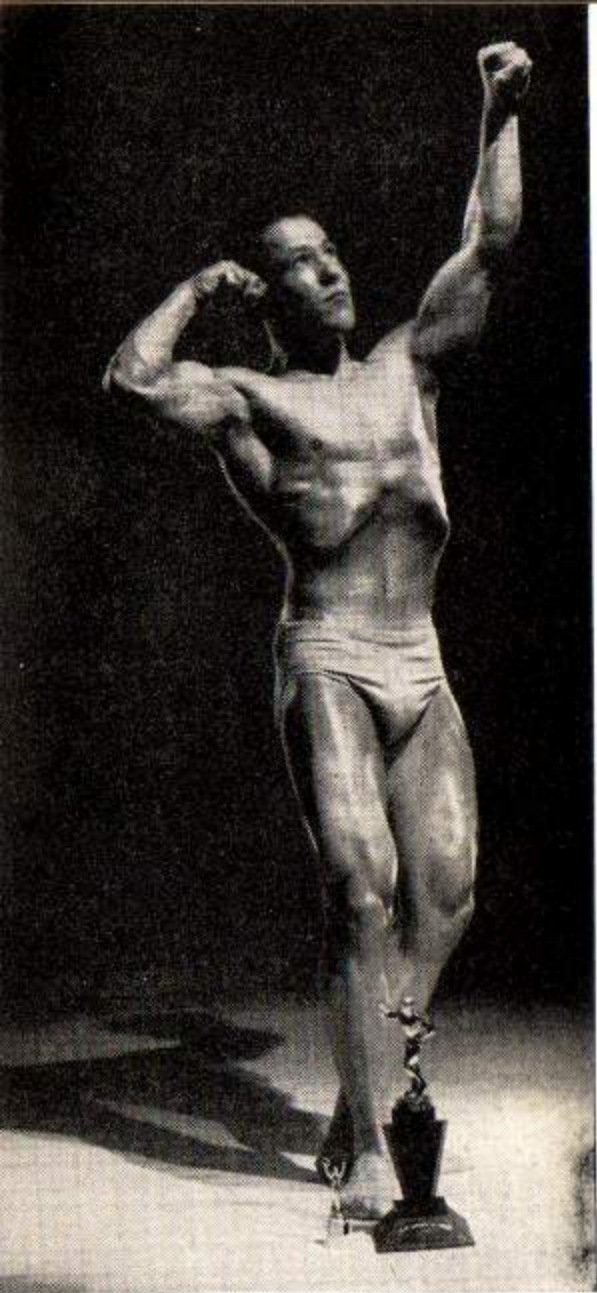
the little finger is higher than the thumb.) Take a slight pause at this "spread eagle" point, exhale quickly, and inhale as the arms are lowered. As soon as the weight reaches bottom you should have taken in a full breath. Without stopping, immediately raise the dumbbells back up to the "spread" point.

goes of Johnson's Health Studios, which builds shoulders. It's called the "Lateral Raise Standing," and is especially designed to "accentuate the positive" part of a man's physique . . . the shoulders which accent the virile look. If bodybuilders spent time on shoulder work such as this exercise, instead of concentrating on hip and thigh ex-

ercises, we'd have many, many more admirable looking "ambassadors" working for the cause of bodybuilding.

In the past, we've been told how squats and deadlifts and other leg and back exercises helped build shoulders and other body sections.

This sounds a bit far-fetched, of course, but our  
Continued on Page 10



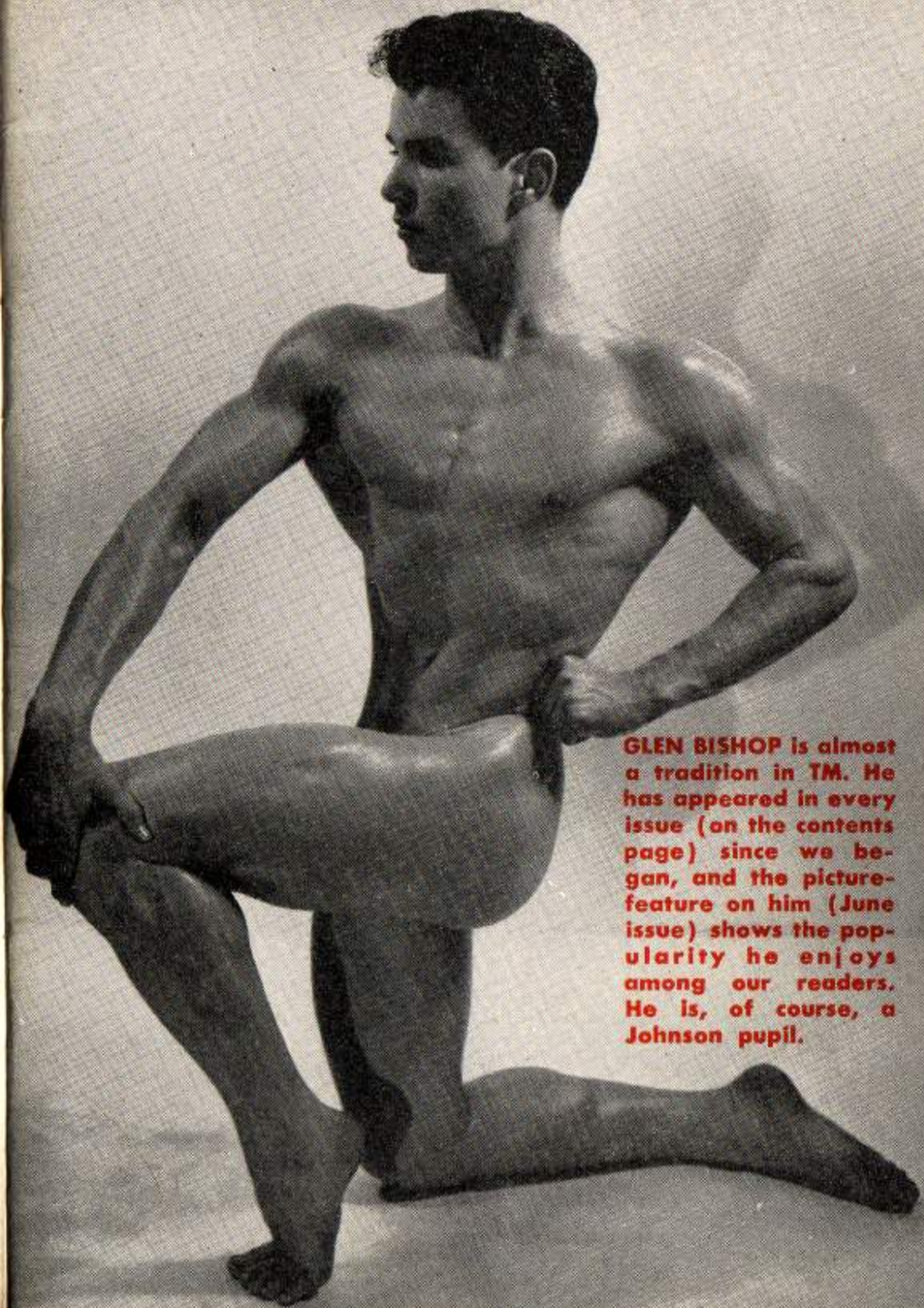
"Mr. Jr. Southwest Los Angeles" is the title held by this impressively built young fellow, BERT CEDILLOS. The show, held early this year, was sponsored by the Southwest Barbell Club, featured in last month's issue. Bert, also judged the most muscular Southwest high school student, trains at Redpath's Gym. Photo by AMG.

## SHOULDERS . . . (Cont.)

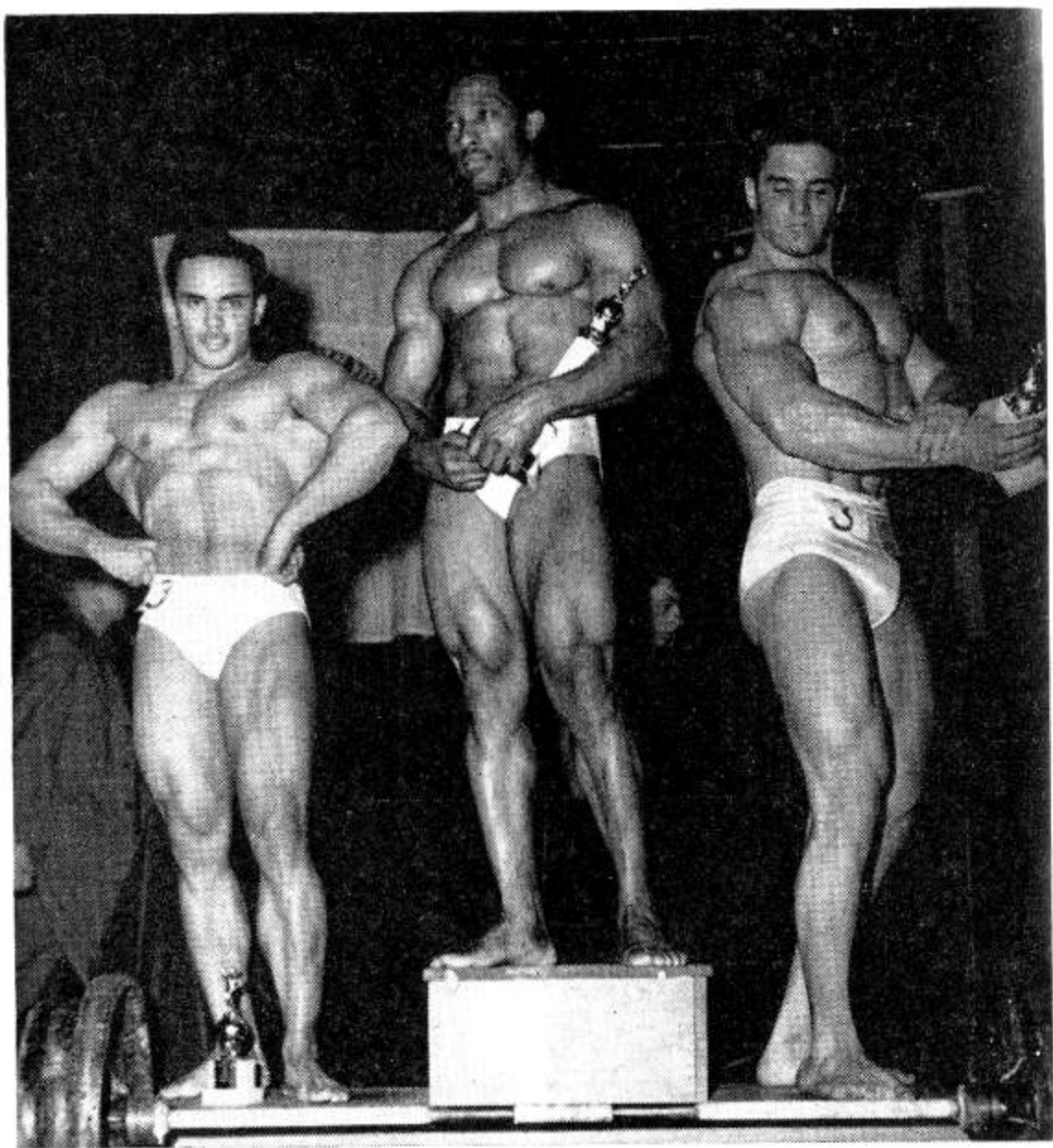
"teachers" have told us that such exercises *stimulate glandular function* and the general health of the body.

To all of this, we say, "Bunk." By exercising the thighs, you build big thighs, *not* biceps, pectorals, or deltoids. In the first place, concentrating on hips and thighs means that protein is drained off to build hips and thighs, and less of it goes to other parts of the body which might better be developed. You thus build strength where you don't need strength. You build "strong hips" but you sacrifice the construction of powerful biceps, broad shoulders, etc. You also accent the parts of your body which are characteristically feminine traits, giving you the "powerful female" look which is hardly desirable in a man.

As to the "stimulation of glandular function," it is obvious that no scientific studies have been made by the advocates of squats, etc. We have made such studies here at the Johnson Health Studios, and these glandular and hormone assays prove that exercising thighs in order to build shoulders, pecs, biceps and other muscle sections is not only contrary to common sense, but is scientifically without basis.



**GLEN BISHOP** is almost a tradition in TM. He has appeared in every issue (on the contents page) since we began, and the picture-feature on him (June issue) shows the popularity he enjoys among our readers. He is, of course, a Johnson pupil.



**WINNERS THREE!** In the winner's circle are these three top place men in the Y.M.C.A. Nationals. From left to right, they are: **ELMO SANTIAGO**, third; **GEORGE PAINE**, first; **RICHARD DU BOIS**, second. The photograph is by Dick Lee, secretary of Eastern Model Associates. Lee is a body builder in his own right, and is pictured on page 19.

# ADD PROTEIN TO YOUR DIET

## The **INEXPENSIVE** Way

Now you can easily add protein to your diet, and do it economically, with **JOHNSON'S HI-PROTEIN FOOD**. A special food supplement containing 38% protein—plus all the essential amino acids.

One of the first protein supplements offered by Johnson's Health Studios, it is still "an old favorite," because we've found it one of the finest sources of protein available. It's modest price . . . only \$1 a pound . . . puts it within the reach of even the lowest budget.

Today, after years of proven results, we still offer **HI-PROTEIN FOOD** at the same low price. In the Family size, the price is even lower . . . 24 pounds for \$18.

Available in a variety of delicious flavors . . . chocolate, vanilla, cocoanut, black walnut . . . or, if you wish, plain.

**YOUR BODY RELIES ON THE FOOD  
YOU EAT. ONLY PROTEIN CAN BUILD  
NEW MUSCLE TISSUE!**

Order some Johnson's Hi-Protein Food today!  
(You may be very pleasantly surprised.)

**THE PRICE: Only \$1 a pound. (Minimum Order: 4 pounds) Or . . . save \$6 and order a case of 24 pounds for only \$18. No C.O.D. or Foreign Orders, please.**

**JOHNSON'S**

22 E. Van Buren St.

Chicago 5, Illinois

"The barren shake off their sterile curse . . ."

Julius Caesar, Act I, Scene II

# BREAKING the CURSE

THE GRAINS OF RICE tossed at the happy bride and groom after the wedding ceremony are symbolic wishes that the couple will enjoy a successful married life. Yet few of the well-wishers give much thought to the meaning of this symbolic send-off. Actually, they are wishing a full cradle on the newlyweds, for rice is an ancient symbol of fertility, and a marriage blessed with children is traditionally a happy one.

To the great disappointment of many thousands of young marrieds, however, is the unhappy fact that the wish does not come true. The cradle remains empty, and after a few years of normal sex life, the couple decides that the curse of sterility is upon them.

The facts are, however, that between one fourth and one half of America's childless couples (estimated as high as 2,000,000) can become mothers and fathers with proper care!

The common misconception that sterility is an insurmountable barrier causes many couples to give up . . . sublimate their paternal and maternal instincts . . . and forget the children they might have had. While this is sometimes an outwardly congenial arrangement, it often leads to dangerous attitudes which drive cleavages into the strongest marriages. Husbands inwardly



# of STERILITY

blame childlessness on their wives . . . and vice versa.

Again . . . the facts are that the "blame" can be placed equally well on both doorsteps, for sterility is a problem of the *couple*, not of the *individual* man or woman. Thus, an examination of both members of the marriage is the first step in a plan of operations to defeat a sterile marriage.

It is often the case that persons who *believe* that they are sterile are actually afraid to take such an exam. They don't want to admit sterility. This is about as intelligent a manner of action as the lady who believes she has cancer, but doesn't want to go to a doctor for fear he will tell her she has cancer.

This fear of facing the facts about our bodies is even more pronounced when the facts deal with sex. The secrecy in which sex was shrouded for so many centuries has left us with an unfortunate hesitation to look at sex problems objectively. And since we are unwilling to face the problem, we have been unable to do much about it.



The fact that a couple is childless does not necessarily mean that both or one of the marriage partners is sterile.

If a marriage has proved sterile after two years, the couple should seek medical advice if children are desired. (Planned Parenthood Clinics in many communities offer assistance in such matters.)

A **CHILDLESS MARRIAGE** may also result when neither party is really sterile in the strict sense of the term. Rather, one or both parties may be less fertile than normal. A man, for example, may be unlikely to become a father if his production of sperm cells is reduced.

It is fortunate that many

## STERILITY (Continued)

supposedly sterile couples are not sterile at all, but suffer only from reduced fertility. (One study showed that there were three times as many childless marriages due to reduced fertility than there were to sterility.) Reduced fertility, of course, is much more easily overcome than sterility.

Since this is primarily a man's magazine, it should be worthwhile to go a little further into the causes of sterility in men.

One cause, of course, is the possibility of an abnormality in structure of the reproductive organs which either obstructs the delivery of semen, or makes normal sex life impossible.

Normally (and this is surprising to many) 300,000,000 sperm cells are involved in an impregnation. If this number is reduced . . . or if a large percentage of the cells are deformed or immobile, an impregnation will not likely occur.

Then too, there may be a "road block" in the channels of the reproductive organs, preventing the sperm cells from following their usual route. An infection (some-

times but not always due to a venereal disease) may leave scar tissue which forms such a blockade.

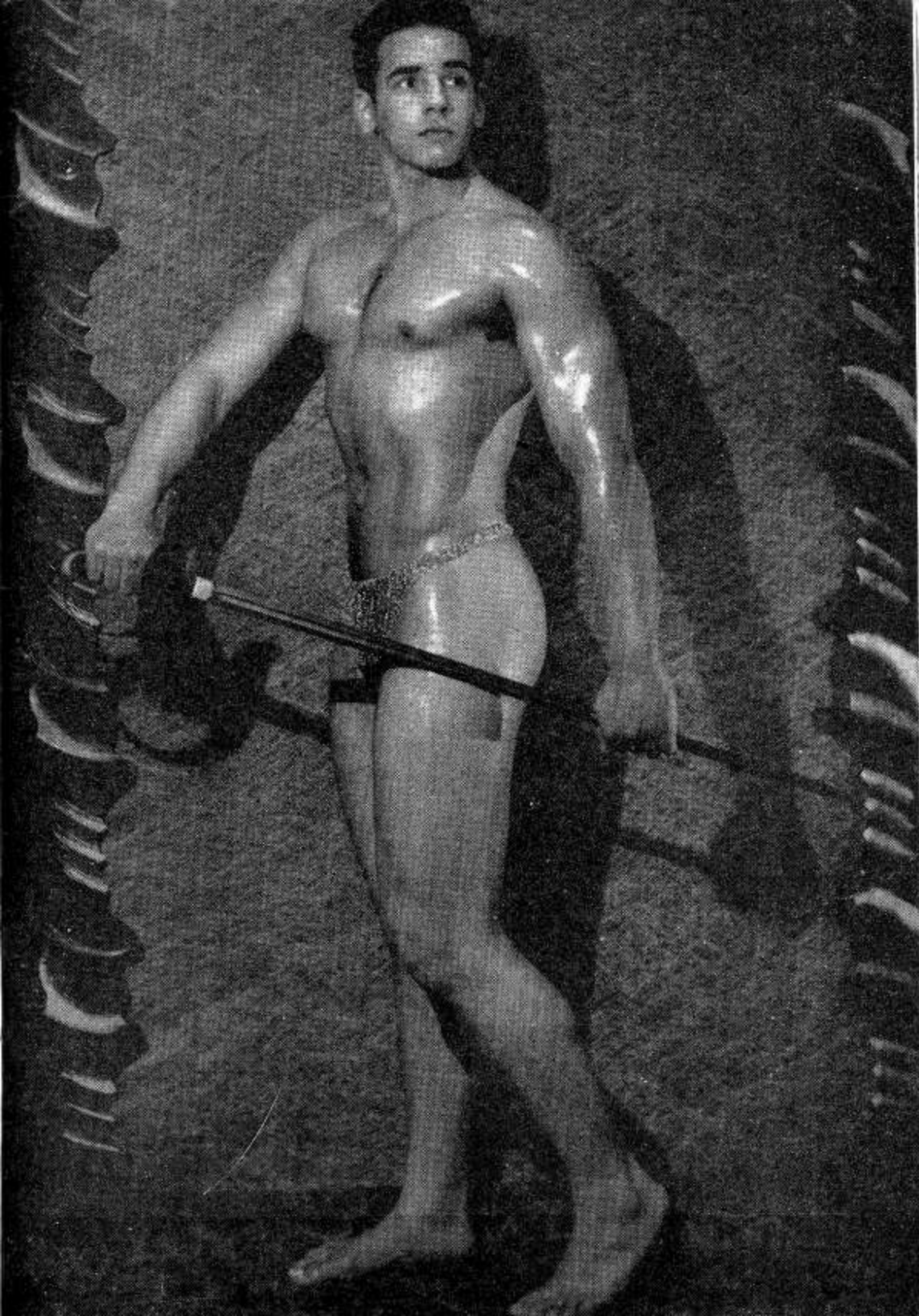
Some of these difficulties are often overcome by simply improving the man's state of health, for naturally, good health is a basis for a successful sex life, just as it is a basis for success in any phase of living.

If you have spent the last two and one half minutes reading this article, you obviously have more than a passing interest in the great problem of sterility. Perhaps you have latent fears that you may be sterile . . . or perhaps you have a friend who is a partner in an unproductive marriage relationship. With the few facts you have gleaned from this informal essay, you will, I hope, have received a key with which you can open the door to a successful, happy, productive marriage for yourself or for your friend.

Sterility is not a shame or a disgrace . . . just as heart trouble, hay fever, or cancer are not disgraces. The whole problem should be observed thoughtfully, attacked intelligently, and overcome scientifically.

HEROIC POSE is struck by rugged looking CAPPY SIMPSON, 18, a well-built native of Seattle, Wash. Photo by Jon Arnt, Seattle.





# Poor Diet Shortens Lives of 20 Million, Doctor Says

Reprinted by Special Permission of The Chicago Tribune

by ROY GIBBONS

**Overindulgence** in food and drink is shortening the lives of approximately 20 million Americans, Dr. Charles Glen King of New York City said here yesterday. He spoke in the Chicago club at the annual trustees' meeting of the Nutrition Foundation, Inc., of which he is scientific director.

**He pointed out that only about one-quarter of the nation's population consumes a diet which could be regarded by scientists as good or excellent.**

"Altho we have not had recent adequate surveys of the nutritional status of our population," said Dr. King, "such data as we have support the conclusions, based on food habits, that low intakes of protective foods which furnish liberal supplies of vitamins, minerals, and good quality proteins, are inexcusably common.

"The public, largely thru ignorance and negligence, does not make intelligent use of the excellent food that is

available. Our three worst enemies in the field of nutrition are: *first*, complacency; *second*, delays in developing adequate programs of basic and applied research; and *third*, failure to develop adequate education."

The United States has "available enough of all the nutrients to furnish an ideal diet for the entire population," he contended.

Many diseases, such as cancer, cerebral hemorrhage, heart disease, and high blood pressure, are subject, at least on an experimental basis, to partial prevention and favorable treatment thru good diets, he said.

**With improved education, Dr. King said, the science of nutrition within the next 10 years could improve the health, economy, and strength of the nation.**

Such advances, he pointed out, could defer aging, lower the maternal and infant death rate, help cut tooth decay, and increase the level of mental and physical performance.

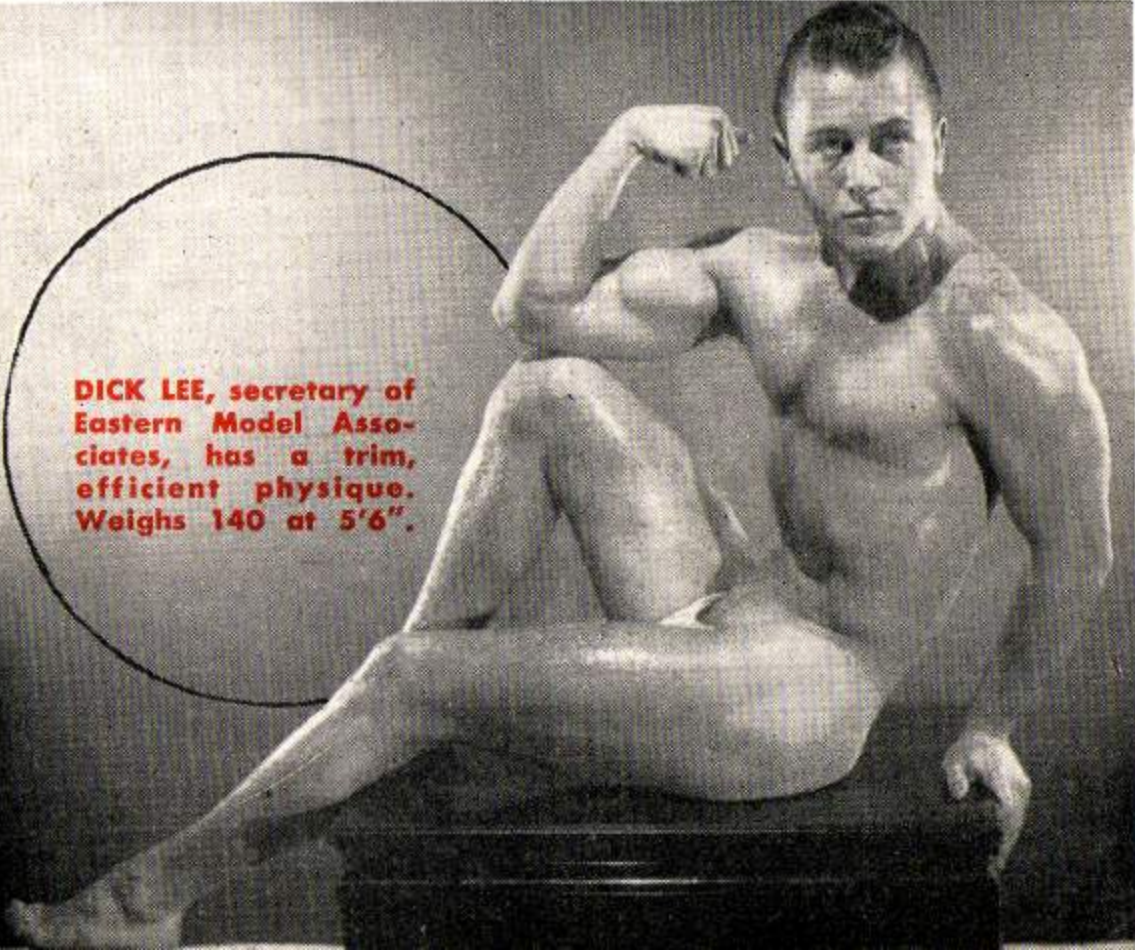
# GYM SHORTS

By Bill Bunton

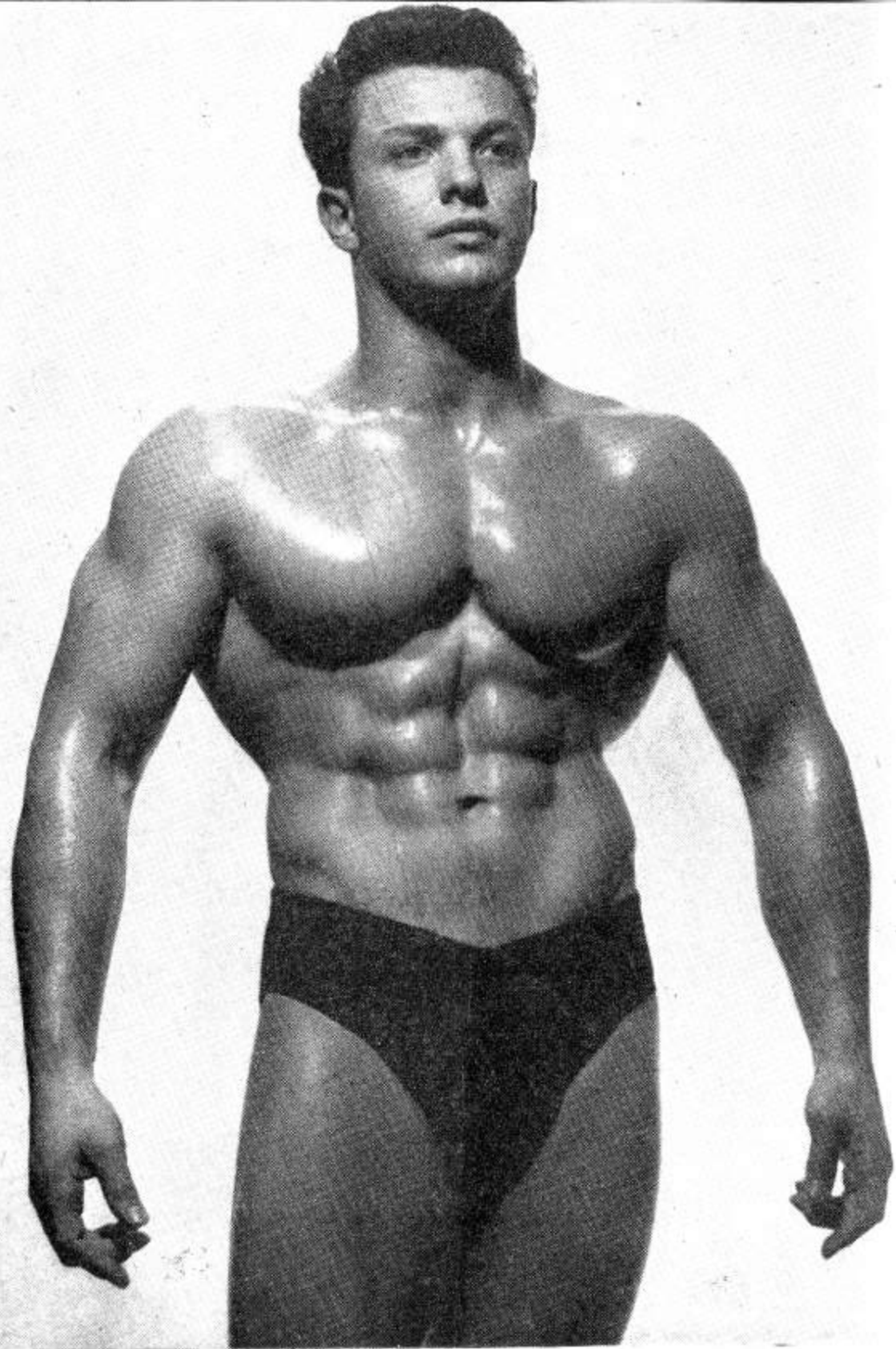
**IN OUR MARCH ISSUE**, we commented on a prediction published in *Quick* magazine that "broad shoulders for men were on the way out." Broad shoulders are here to stay, but *Quick* magazine isn't. It folded in June.

Memphis Bodybuilders interested in forming or joining a city-wide weightlifting association to promote the sport are urged to contact Charles Hall, 1927 Central Ave., or Bob Bowman, 3269 Broad Ave., Memphis, Tenn.

**GYM SHORTS** is really short this issue. Dick Lee (below) crowded us out. Oh well, one picture is worth etc., etc.



**DICK LEE**, secretary of Eastern Model Associates, has a trim, efficient physique. Weighs 140 at 5'6".



## 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

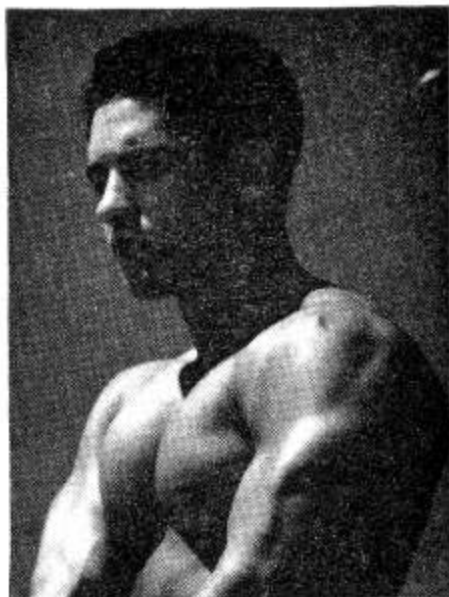
**Eye-Deal Physiques**  
22 E. Van Buren St.  
Chicago 5, Ill.  
(Send 50c for Catalogue A)

**Eastern Model Associates**  
750 Washington Avenue  
Brooklyn 16, N.Y.  
(25c for sample and list.)

**Lon**  
124 Remsen St.  
Brooklyn 2, N.Y.  
(See ad on page 41)

**Dave Martin**  
3585 Sacramento St.  
San Francisco 18, Cal.  
(Send \$1 for catalogue containing 16 different model studies.)

**Al McDuffie**  
2817 V. Street  
Sacramento, Cal.  
(Send \$1 for catalogs and samples)



**THIS HANDSOME FELLOW** (see the inside front cover also) has many admirers among TM readers. He graced our first issue last December.

Now overseas with the Army, **FRANK CUVA** is a superb example of streamlined, efficient, manhood, and his future is sure to be sparked with success.

In a recent letter to Irv Johnson, Cuva wrote "I was pretty discouraged in my early attempts in bodybuilding until you enlightened me on the importance of a protein diet. I resolved to give your advice a real try. Now I'm in the Army, and have little time to train . . . and all I have is the protein pills to keep me in shape. They're doing a pretty good job, since I took third in 'Mr Detroit' in March."

---

**LOUIS DEGNI** (left) won the "Best Arms" subdivision and took 5th place in the recent "Mr. Metropolitan" physique contest. Even in this relaxed pose, note the pec, abdominal, and deltoid development. The photo is by Lon.



THE HELPING HAND might have been the title for this shot of Bruce Gordon, 18, an East coast body-builder, who has a taste for hot-rods, gun collecting, gymnastics, and tattoos. He's 5'11" and weighs 180. Eastern Model Associates Photo.

Modern society measures success and failure by dollars and cents. The "successful" men are the Henry Fords, the John D. Rockefellers, and the Andrew Carnegies. And, on a financial level, they were successful indeed.

But success is carved out of a harder stone than gold or

silver. *Personal* success, the way you look upon the results of your own efforts, cannot be totaled on an adding machine. (The most personally successful man of all-time was a poor carpenter's son who, financially speaking, was a failure.)

Success, then, is a condi-

# NEW WAYS TO MEASURE YOUR PERSONAL SUCCESS

by Scott Seton, Ph.D.

tion of the mind . . . a way of thinking . . . a view taken of any particular phenomenon.

Henry David Thoreau looked at success this way: *"If the day and the night are such that you greet them with joy, and life emits a fragrance like flowers and sweet-scented herbs — that is your success."*

Life today is, of course, far from a bed of roses, fragrant flowers or sweet-scented herbs.

Frankly, life is rough. A young fellow recently told me that, during his college days he was sure that the world was just waiting for him. He was extremely ambitious and could hardly wait to start making his hopes, dreams, and desires come true.

**When he was graduated, he found that the world was waiting for him . . . waiting to kick him in the teeth!**

He found that life was no easy matter, and he also found

that those star-studded hopes of his would probably remain what they were . . . just dreams.

He could, of course, have blamed the world for not welcoming his talents and spent the rest of his life dreaming of the success he might have been. He might have . . . but he didn't. He kept plugging along with the talents he had and, in time, he came to realize that success was not a matter of bank accounts.

I had dinner with him recently and we got to talking about success. He laughed when I told him I considered him a successful person, but I could see that he was flattered, and that he *felt* rather successful personally.

"If you're going to write something about success," he told me, "write that the secret of success is in not expecting too much. It's OK to have high goals, but don't expect to reach them."

Continued on Page 25

# Tailor-Made for Summer . . . . . . because it's tailored for you



SUMMER is here again . . . and here is a top quality sport shirt you'll wear everywhere . . . Tops in summer comfort, because its fine interlocking combed knits let your skin "breathe."

You'll like the snug, fitted waist . . . the tapering lines, and the bold trim that accent your "V" shape. Even the average guy looks like a show winner, and if you're a "buiity," WOW!

Extra length avoids bulging, wrinkled look. Seams reinforced and rayon taped for added strength. Beautifully tailored three-button collar, pocket, and sleeves trimmed in run-free navy blue.

**NONE OTHER LIKE IT . . . value-wise or style-wise. Priced at only \$4.95 each . . . or 3 for \$12 . . . You save \$2.85 by ordering 3 shirts now! Get your order in the mail today and we'll send your Physique "V" Tailored Sport Shirts . . . pronto!**

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

Please rush me ..... Physique Tailored Sport Shirts.

Check Size:  Small (34-38)  Medium (40-44)  Large (46-50)

NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

*Sorry, we can't fill C.O.D. orders.*

## SUCCESS (Continued)

Continued from Page 23

That sounded like pretty good advice to me. High *goals* inspire ambition, but high *expectations* bring on disappointment.

Since this friend of mine is a bodybuilder, he told a little parable to illustrate his point.

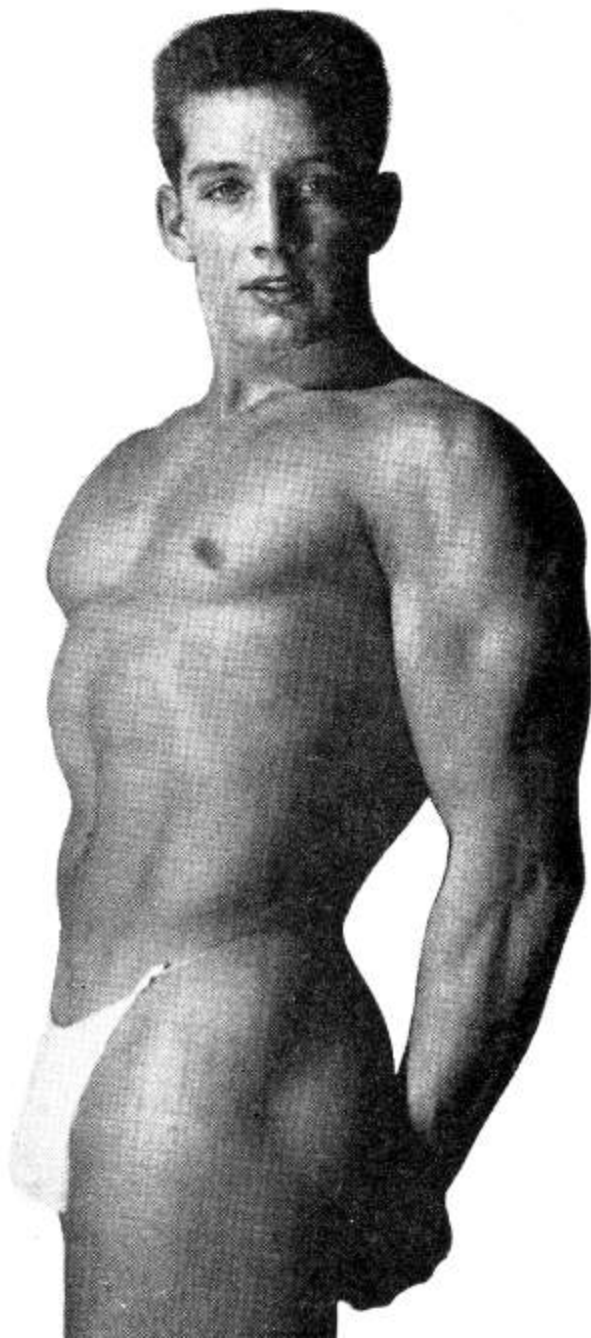
"Suppose two fellows both set out to gain 10 pounds," he said. "Both of them *desire* to gain 10 pounds, but one of them really *expects* to make the gain. When they both gain only five pounds, one fellow glories in his successful gain while the other is disappointed over his failure at not meeting his expectations."

**The same results can be a success or a failure, depending on how you look at it.**

"Be satisfied with success in even the smallest matter," wrote Marcus Antoninus almost 2,000 years ago. The advice is still good. It's alright to hitch your wagon to a star, but don't be disappointed if you don't quite get there.

## TALK ABOUT SUCCESS . . .

Remember the small shot of Eddie Weller we printed in the June issue? We apologized at the time for not having a bigger one, and Spectrum Films Co. sent us two excellent pics. Ed's in the Navy now.





SEX APPEAL AFTER 50

## The Most Dynamic "Before and After" Case of Our Time

I have found the Fountain of Youth! I've discovered a new way of life . . . a bountiful, effervescent, vibrant kind of living.

I've found a way to push back old age, and recapture feminine appeal.

The "secret" of my new found zest for life is the scientific bodybuilding and nutrition program developed by Irvin Johnson of Chicago. It is, I think, the one truly successful program for physical development. There are other systems . . . and since I've tried them, I know what I mean when I say "successful."

Let me tell you about myself and the "Johnson miracle" that changed me so much in the *ten months* between the dates of these two pictures. Yes, believe it or not, *they are both pictures of me!*

In a way, I imagine my deplorable condition was a blessing in disguise. Despite numerous failures with other health-building systems, many of whom purported to perform the same miracles which Johnson performs, I was so far

An intimate story of a 50-year old woman who found a new way of life.  
BY CAROLINE YOUNG

gone that I was willing to try again . . . to give Johnson a trial.

(If I had received even the slightest bit of assistance from the others, I would probably have stayed with them and been satisfied with meager results. But I enjoyed *no* improvement at all from them.)

When I first talked to Mr. Johnson, I really didn't expect much. Miracles, I thought, were a thing of the past. I was really surprised when he offered to work with me.

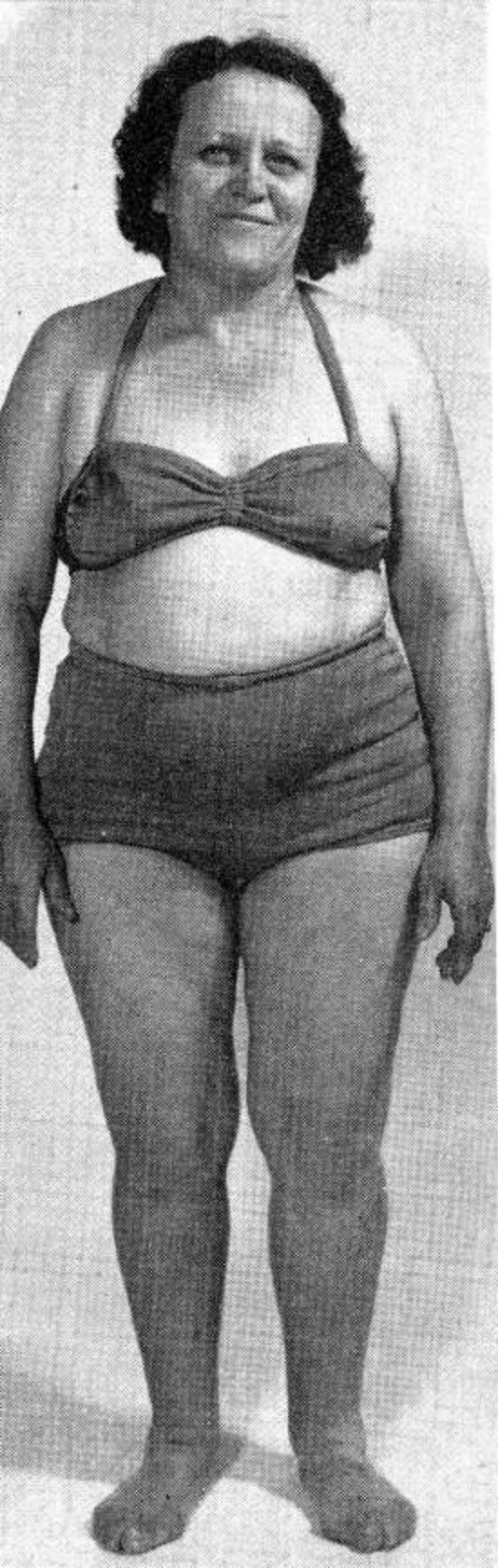
**In the next few months, I saw, day to day, miracles take place in my body. I had found new hope. I saw a dream coming true.**

Like Mr. Johnson's other "Before and After" cases, I was first examined by doctors . . . in my case, *three* doctors.

One of them frankly told me that I was practically dead! He wasn't being facetious. I really felt dead.

Continued on Page 28





## The Most Dynamic "Before and After" Case of Our Time . . . (Cont.)

---

**I** was on the Johnson Program for ten months, though most of the changes took place in the first 60 days.

It wasn't a "full-time" job . . . it couldn't be, because I had to care for an invalid husband and earn a living. I seldom got more than five or six hours sleep a night. My husband's illness had made me the breadwinner, and made me conscious of my need for health and energy.

**There was no exercise at all! I never so much as looked at a barbell. It was purely a matter of correct diet (not a starvation diet, either) and food supplementation.**

The changes in the first two months were, as I said, the most amazing.

*As a matter of fact, I learned later that a neighbor lady who had been out of town for several months, had returned home, seen me in my rejuvenated condition, assumed that I had died, and that my husband had taken a second wife!*

I was the "second wife" and even in so short a time as two months, I felt like a

---

"second wife" . . . a new woman. My old self, fat and ugly, had died, and I certainly did not mourn its passing.

Gone was the lifelessness, the lethargy, the flab, the "spare tire," and the "double chins." Instead, I had a new figure and a new personality . . . pep, ambition . . . drive . . . a will for living.

**When I look back . . . and especially when I see those horrid "before" pictures which Mr. Johnson took the first day of my program, I still have difficulty believing it is true. In the picture on the left, you see me as I was . . . an ugly looking lump of bones and flab.**

I am in my 50's but I looked 60, and felt 70 or 80.

**Now, ten months later, I can pass for being "thirty-fivish," and I've never felt better or younger in my life.**

*Oh, of course, I'm no glamor gal and probably never will be. My friends wanted me to put on make-up and "doll up" when I went down for my "after" pictures, but Johnson insisted that I wear none.*

Continued on Page 42





## MAT MAN

**T**HE HAIRY-CHESTED gentleman on the right, busily getting dressed for another business engagement, is **BILL MELBY**, one of the most handsome wrestlers in the grunt-and-groan circuit.

In a few minutes, he'll be upstairs in the ring at Chicago's famous Marigold Gardens, where he is rated as one of the best box-office draws in the wrestling game.

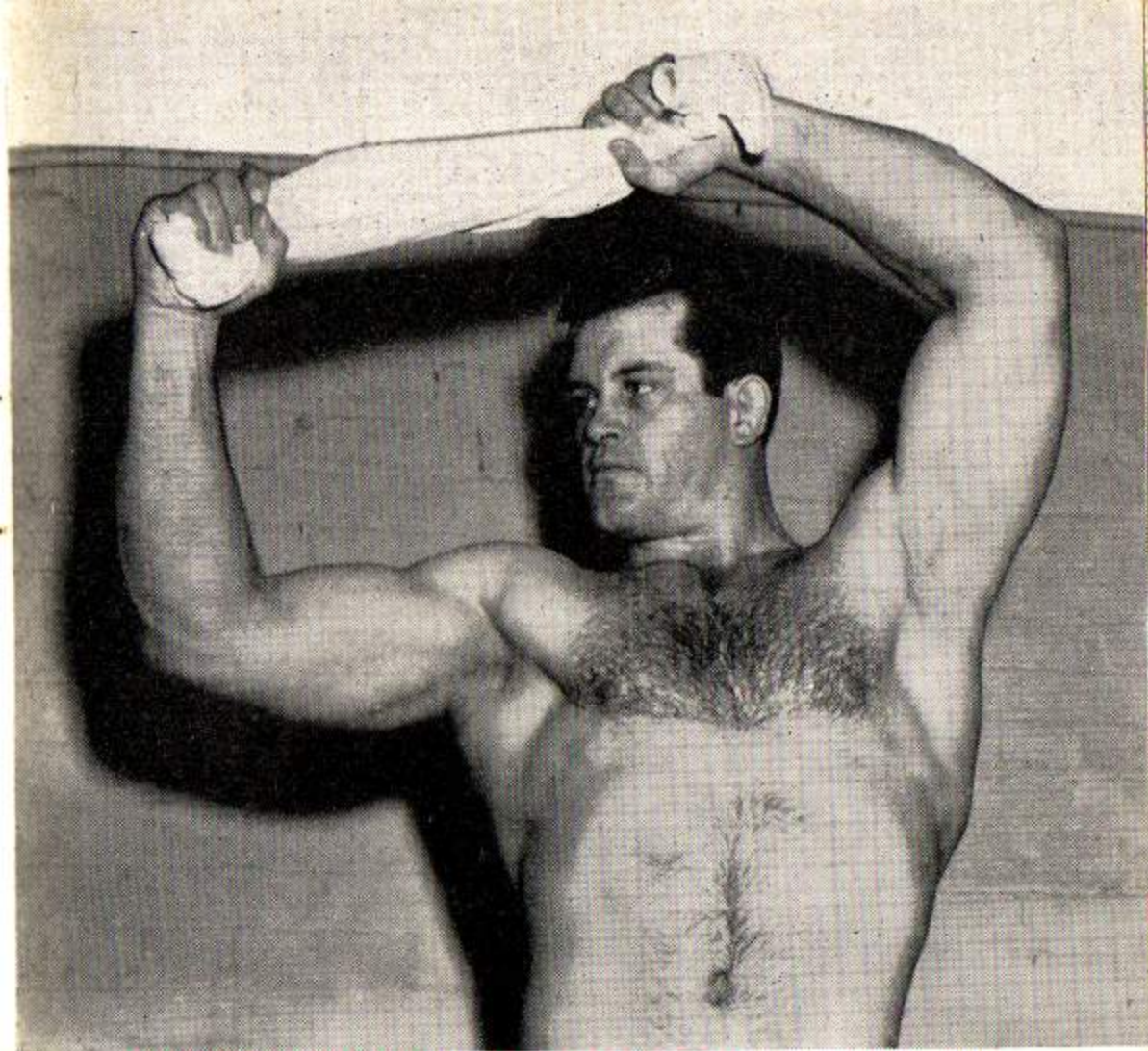
One reason for his popularity is his good sportsmanship; another is that his ring performances always leave the customers with a "we-got-our-money's-worth" feeling.

Bill is 25 years old and tips the scales at 210 pounds . . . of solid muscle.



He has one of the best looking physiques in the game, probably because of his weight training background.

He has an impressive string of physique titles to his credit. Among them are: "Mr. Utah 1947," "Mr. Pacific Coast



**ANYONE CARE TO MIX IT UP WITH THIS GUY? He's Big Bill Melby, one of the toughest of America's mat men. Besides his wrestling awards, he has a long string of physique titles to his credit. The photos are by TM staffer, Cliff Ottinger.**

1948," and "Jr. Mr. America 1947."

He also took 3rd place in the "Mr. America" contest in 1949. (He had placed 4th in the big show the previous year.)

**Bill is a bit off the beaten**

track in being a "typical" wrestler. He *doesn't* have cauliflower ears, and he *does* have two years of college behind him (University of Utah).

Sorry, gals, Bill is married and the papa of two children.

# CALVES LIKE THESE

can be developed  
quickly by the new  
**Johnson Calf Course**

**NOW**, with the introduction of Johnson's Calf Course, you can easily and quickly develop your calves to maximum size . . . with only a few minutes of exercise daily.

Complete Course with apparatus, only \$14.95. Here's a successful way to gain the results you've searched for. You get everything . . . course of instructions to tell you how to develop your calves . . . specially designed apparatus to give results . . . plus Irv Johnson's personal consultation by mail to show you exactly how the men he has trained achieved results.

**ALL FOR ONLY \$14.95**

Develop a **MANLY LOOKING CALF** . . . do away with unnecessary and dangerous strain. Use the course de-



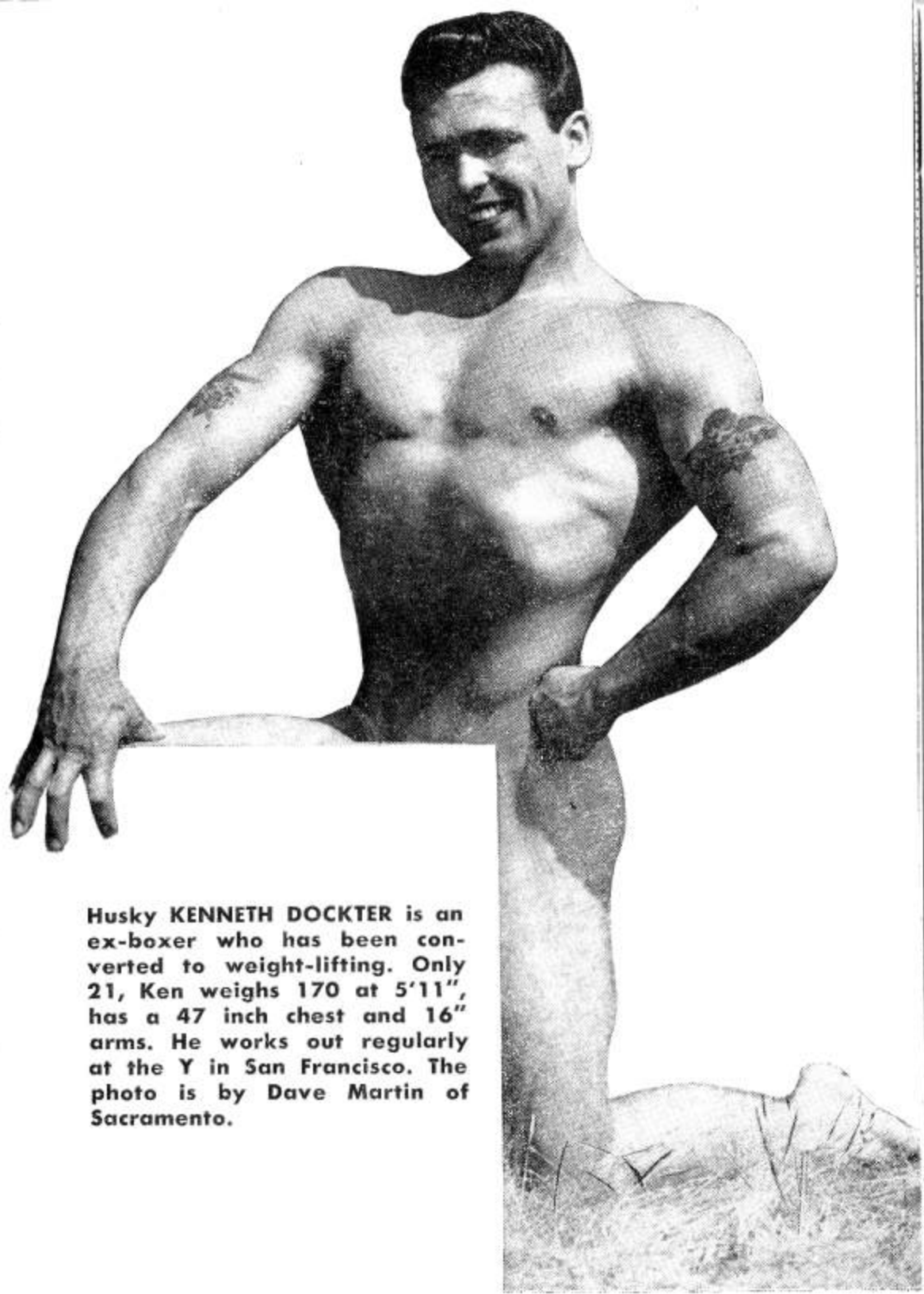
veloped and tested in our studios . . . the course which has proved it gets results.

Order your complete Johnson's Calf Developing Course Today!

No C.O.D.'s please. All orders sent F.O.B. from Chicago. Foreign orders (except Canada) add 20% for extra packing and handling.

**IRV JOHNSON'S HEALTH STUDIOS**

22 E. Van Buren Street, Chicago 5, Illinois



**Husky KENNETH DOCKTER is an ex-boxer who has been converted to weight-lifting. Only 21, Ken weighs 170 at 5'11", has a 47 inch chest and 16" arms. He works out regularly at the Y in San Francisco. The photo is by Dave Martin of Sacramento.**

# BUILDS MUSCLES—FAST

**HERE'S BIG NEWS** for body builders who want to gain **MUSCLE** weight . . . *not useless flab!*

Now you can get Irvin Johnson's famous Hi-Protein Food Supplement in concentrated, easy-to-take tablets! A handy way to add protein to your diet . . . and protein is the basic nutriment of which all muscles are built!

With **JOHNSON'S HI-PROTEIN TABLETS**, you actually get 86% easily digested protein . . . in a form so convenient you can carry it with you anywhere, to school . . . to work . . . at home

**PROTEIN DIGESTION IS IMPORTANT!** Mere consumption is not. In Johnson's Hi-P Tablets, free amino acids make protein more readily digested. Without digestion, protein can't aid in muscle growth.

## AND JUST LOOK AT THESE LETTERS:

"I took 250 Hi-Protein tablets and gained 8 pounds within three weeks. Everybody is amazed at how much better I look."

Franklin Parsons, New York City

"Yours were the only 'pills' that ever worked on me though I've tried them all. I put on 6 pounds in two weeks. I was so surprised I even had my scales checked, but they weren't wrong!"

A. K. Jr. (Name Withheld on Request) Seattle, Wash.  
These are only two of the amazing letters we receive every day . . . letters that tell of the real results produced by **JOHNSON'S HI-PROTEIN TABLETS**.

Order a supply today, and start amazing yourself. All orders filled the same day they are received. Sorry, No C.O.D. orders.

**250 Tablets: \$5      525 Tablets: \$10**  
**1,100 Tablets: \$20**

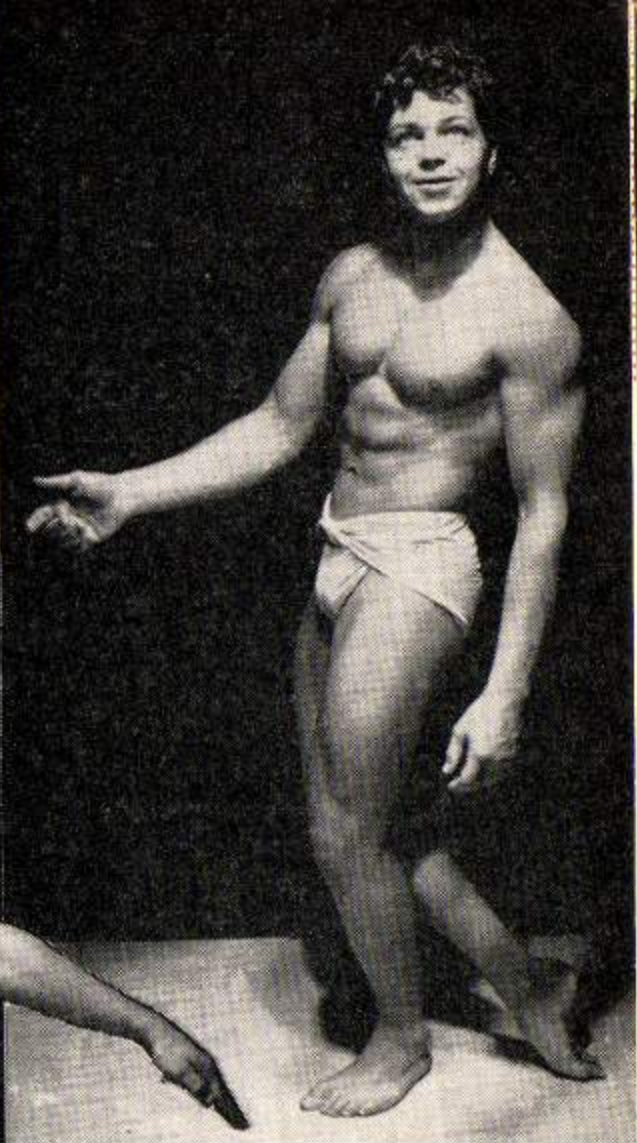
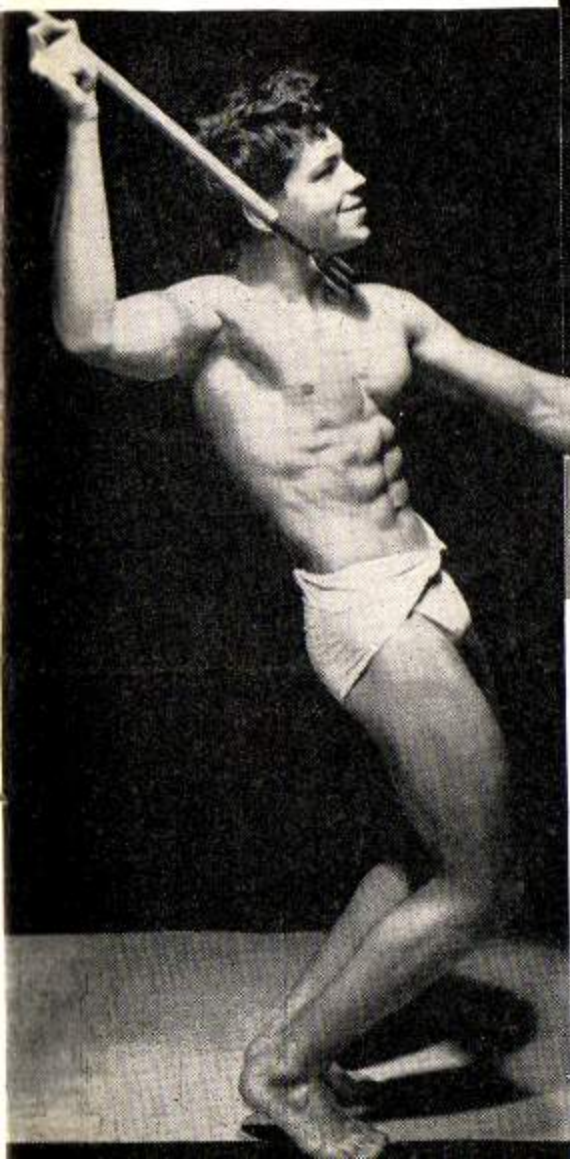
## JOHNSON'S HEALTH STUDIOS

22 E. Van Buren Street

Chicago 5, Ill.



**THE TRIDENT** is used in spear fishing. Husky John Reiss, an avid spear fisherman, spends his summers at the beach following the sport, which incidentally, requires a lot of skill, strength, and stamina.



Good Health is necessary for the enjoyment of any active sport . . . or success in any undertaking. John, who is only 19, has a particularly well-balanced physique, trim and supple, due to his combination of gymnastics and bodybuilding. The photos are by the Eastern Model Associates.

# DANGER:

A SCULPTOR friend of mine invited me to look over his studio. He was at work when I arrived, "roughing in" two statues, of a man and a woman, by dabbing bits of clay onto wire frames.

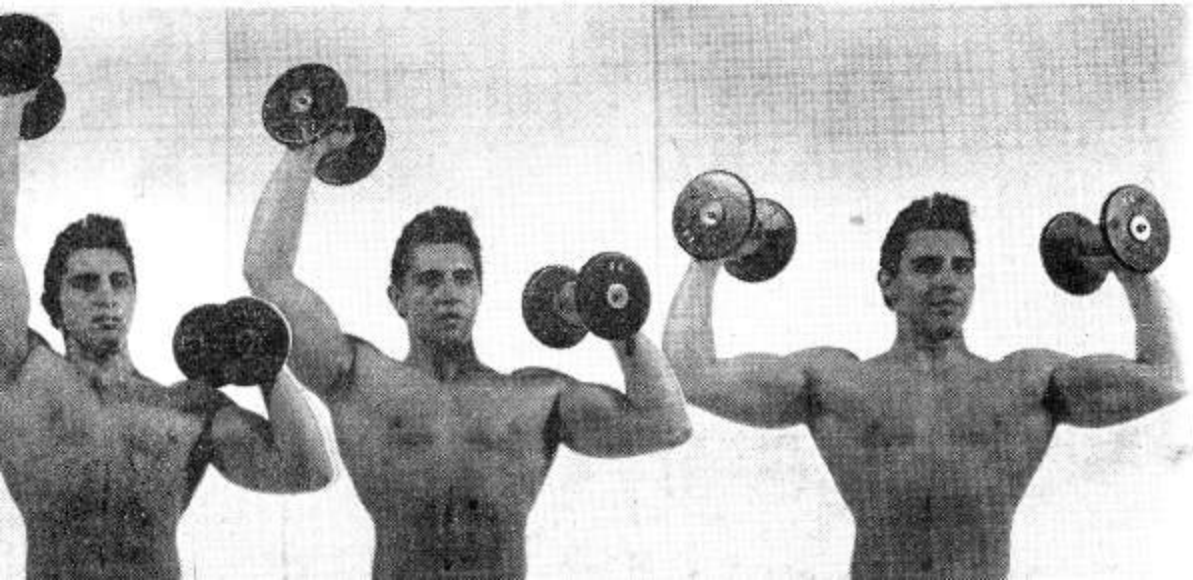
Even in those rough stages, it was easy to tell which figure was going to be the man, and which the woman. The hip area of the woman had been made broad in the classic nude manner, and her shoulders were practically non-existent, at least in the wire framework stage.

The man's "skeleton," however, was wide at the shoulders, and the hips were so small that there was no reinforcing at all. These were to be "heroic" statues . . . figures of the "ideal" physique . . . and I began to think about how few really "heroic" physiques there are among living human beings.

In bodybuilding, where we should be striving toward "heroic" proportions and "classic" symmetry, we find too many completely disobeying the laws of body structure. Instead of working for molded pecs, chiseled abdominals, and broad shoulders, we still find "die-hards" grunting away on the squats and dead lifts . . . actually trying to build up body areas which should *not* be accented. We see the die-hards . . . and we see the results they get . . . huge thighs and wide hips . . . that make

---

HOW TO perform the Alternate Press with Dumbbells: Stand erect with dumbbells at shoulder height. Press the right dumbbell until it reaches the overhead position shown in the first illustration. As you lower the right hand, you press up the left. Continue alternating . . .



# NARROW SHOULDERS

them look distorted and almost ridiculous instead of trim, v-shaped, and symmetrical.

Concentration on squats, deadlifts, etc. often leads to back trouble which is only to be expected if you stop to consider a few basic facts about body structure.

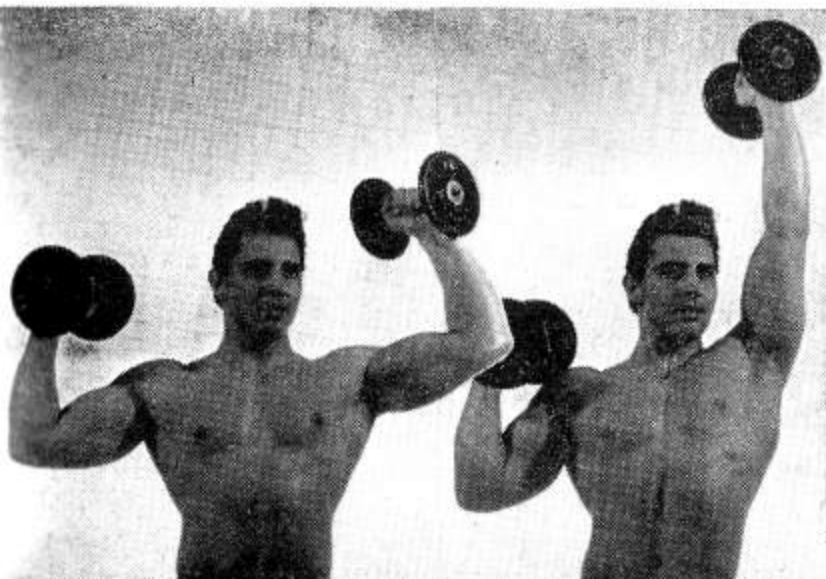
In the first place, the human spine was designed as a beam . . . not a column or pillar. In the days when our ancestors roamed the earth on all fours, the spine (the beam) joined the legs with the arms (which then served as "front legs"), distributing bodyweight to four supporting areas, the four "legs."

Man, now upright on two legs, still has the same backbone, and indulging in heavy squats only serves to break down the lumbar regions. I know of scores of "die-hards" who go through the squat and dead-lift routine and then complain that their backs are killing them. Many of them have such bad backs that they will never be right again.

Below you see illustrated an exercise for building shoulders and the tricep muscles . . . both important to a virile looking physique, and both designed to give added strength *where it is needed* . . . in the shoulders and arms, not in the hips and thighs.

---

Move your body as little as possible. Breathing: inhale, hold your breath, and raise the right hand until reaching position No. 1, then exhale while making a *very slight pause*, then inhale, hold your breath, and raise your left hand as you lower right hand.



**Our  
model is  
Homer  
Chelemengoes**



**A MAN  
of MANY  
TALENTS**

**GOOD HEALTH IS A MUST  
... if you plan to follow  
the super-active schedule  
set up by Walt Beckley,  
an all-around sportsman  
who never finds time to  
be bored.**

**PICK A SPORT . . .** any sport, and chances are that the fellow on the opposite page is a master of it.

*WALT BECKLEY* was described in "Gym Shorts" in the April issue of *TM* as "one of the nicest guys we've met," but we were sorry we couldn't devote more space to him.

In the ring, he was undefeated in 50 amateur boxing bouts. He excels in judo, weight lifting, and bodybuilding; is so good at baseball that he was selected for tryouts with the *Cleveland Indians*, *Chicago Cubs*, and *N. Y. Yanks*; holds Ohio State medals for competition for all of the above sports plus swimming and track, and (in his "spare time") he plays around with stock car racing.

Walt is athletic instructor of his Air Force Reserve unit, and, at last report, was awaiting the results of his application for a commission.

He is a graduate of Francis Xavier University in Economics.

Around home (in Cincinnati, Ohio), Walt keeps busy working out with several bodybuilders who have "taken over" the gym he has set up in his basement. Many of the trainees have become food supplement users, thanks to Walt's enthusiastic reports on the Johnson system and diet aids program.



. . . says *TIM*, the *TM Man*.



**FOR ONLY \$2**, you can enjoy a steady stream of *TM's* . . . coming direct to your mailbox in a clean, white envelope. You won't miss a single issue because of a news stand sell-out . . . and you'll save the cost of two issues at the single copy price. Send the coupon and \$2 today.

**TOMORROW'S MAN**  
22 E. Van Buren St., Chicago 5, Ill  
Print Name and Address

Here it is in Black & White . . .

# A NEW Protein Concentrate To Help YOU Get Results

It's NUPRO . . . the latest development in High Potency, High Concentration Protein . . . actually 65% all biologically-active protein.

NUPRO offers you the most convenient way possible to add body building protein to your diet in *highly concentrated form*. The protein in NUPRO comes from five major protein sources . . . liver, eggs, milk solids, amino acid digest of protein, and lactobumin.

*Building a husky body without protein is like building a house without lumber . . . for protein is the primary nutriment of which healthy muscles are constructed.*

And here's a unique PLUS feature! Besides the muscle building protein, NUPRO also contains the necessary vitamin catalysts to assist in health and well-being . . . Vitamin B<sub>1</sub>, B<sub>2</sub>, Niacinamide, Vitamin C, and Calcium Pantothenate.

PROTEIN—VITAMINS—MINERALS—All in one convenient supplement. *And the cost is so surprisingly low . . . as little as 20c a day!* You get 300 tablets for only \$6.00! Send your (1) Name and Address—(2) Check or M.O. for \$6.00—(3) A note saying "Send Nupro!"

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

Order Nupro and put the "PROTEIN-VITAMIN-MINERAL TEAM" to work on your physique.



**JOE  
FLYNN**  
by  
**LON**

Handsome, likeable, dynamic, fresh from Uncle Sam's Navy comes this new star in the physique world, another great LON discovery.

LON, the world famous photographer, has produced a beautiful selection of 16 different poses of JOE FLYNN.

For a complete set of these 16 studies, send \$1.00 to:

**LON**  
**STUDIOS**

124 Remsen Street  
Brooklyn 2, N. Y.

## DYNAMIC (Continued from Page 29)

**Look at that waistline! From 40" to 25" in just a few months. My weight dropped from 173 to 119 pounds.**

The pictures, the measuring tape, and the scales tell part of the story, but not all of it. A picture can't show you a change in personality. I made new friends among people who had avoided me because of my appearance.

I had pep . . . energy . . . drive. I opened my own business (a *health* studio), and every day offers a new, shining challenge. Life has lost its boredom. Now it has real meaning. I know now that I was not really *living* before . . . I was *existing*. Only a person who has been in my "*pre-Johnson*" condition knows how real that difference can be.

Mr. Johnson has performed a miracle . . . a wonder of giving human flesh new life. He has proved what can be done on living human beings through the proper combination of diet and food supplements.

**When Mr. Johnson first asked me to write this story, I turned him down. No woman likes to have unflattering pictures of herself in a nation-wide magazine.**

But then I got to thinking

of what he had done for me, and I changed my mind. I would be selfish indeed if I were to let foolish vanity and pride hide a modern miracle such as he has wrought.

**Most of Johnson's publicized "Before and After" cases are on young people, for he feels that the young are more interested in good health, husky bodies, and physical attractiveness.**

But his work among the "oldsters" is amazing too. I have seen others like myself . . . mature men and women . . . who have been changed so drastically that it is difficult to believe they are the same people.

Irvin Johnson has given new hope . . . new life . . . to those who have given up.

\* \* \*

Several months ago he began publishing the magazine you are now reading . . . designed to spread the word of his studies in physical culture. The magazine, primarily for men, was an outgrowth of a "newsletter" he published for several years. **In the future, he hopes to begin publishing a similar newsletter for women** and is interested in hearing from women who would desire to learn more about his amazing, result-producing system.



## NOT RESPONSIBLE

The Johnson Health Studios are not responsible for any claims made by competing firms that our products are sold by them.

Recently we have received complaints from persons purchasing various supplements from other firms on the assurance that said products were "identically the same as Johnson's except for the name on the label."

**This is not true!**

To avoid any further confusion and disappointment, orders should be placed directly to the Johnson Health Studios, 22 E. Van Buren St., Chicago 5, Illinois.

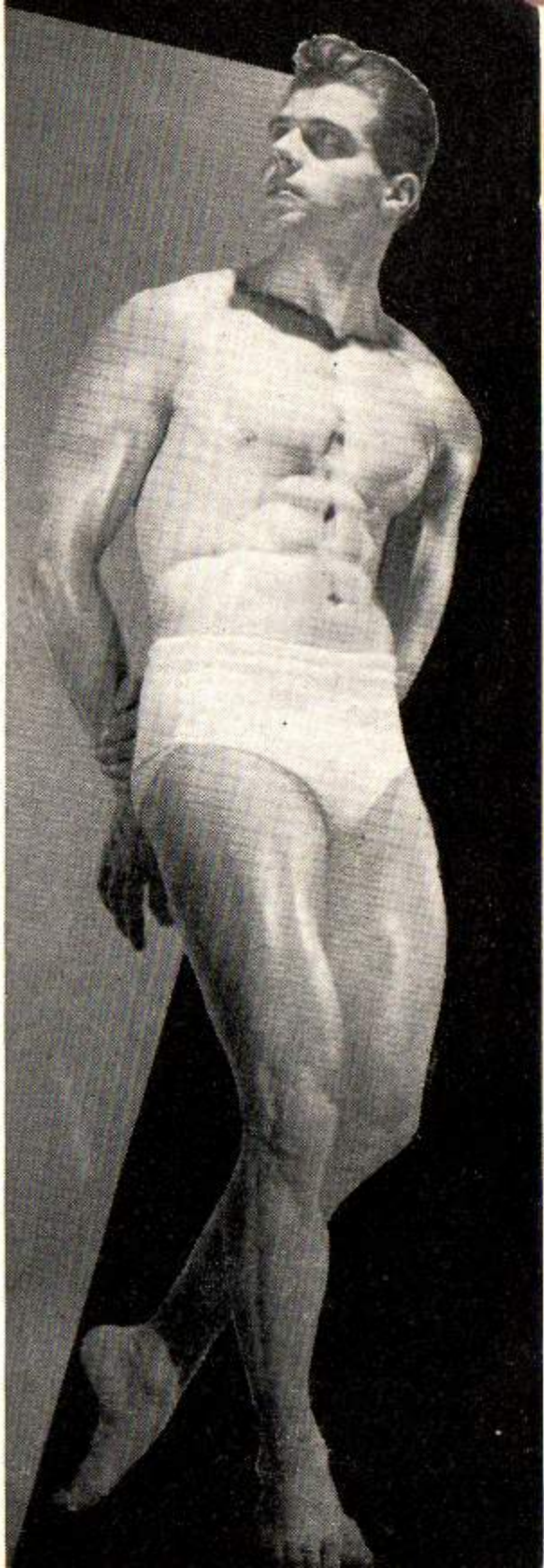
---

## BACK ISSUES

Sorry, there are no back issues available of the following months: December, April, May, June, or July. There is a limited quantity of the January-February combined issue, and the March issue. Send 20c for these copies.

---

HERMAN MAERTENS makes his second TM appearance in this shot by Eastern Model Associates. Herman is 19, and weighs 180 at 5'10". He appears to have exceptional abdominal development.



# Another Sensational Food Supplement To Help You in Muscular Development

If you want the most streamlined method of achieving results — making muscular gains faster — then we urge you to try **JOHNSON'S PROTEIN 60**. A product, developed especially to help you gain muscular power.

Although it's the first time we've given the general public an opportunity to use this protein supplement, we've tested it in actual use here at our studios and found it to be *one of the most outstanding sources of adding tissue-building protein to your diet.*

**This formula has long been used in clinics and hospitals all over the nation in fighting cases of protein deficiency and preventing the withering effects of deficiency in old age.**

## GET OVER THAT STICKING POINT

If you've been on a training program for some time now and seem to have reached a "sticking-point" in making the kind of gains you want, **JOHNSON'S PROTEIN 60** may well be the answer . . . for it's a well-known fact that protein is the number one body-building property. And **JOHNSON'S PROTEIN 60** contains approximately 60% protein!

## Pleasant Tasting, Nutritious Drink

Here's a protein rich combination of specially prepared ingredients that's both good for you . . . and good to you! Just mix 3 tablespoons to a glass of water, skim or whole milk . . . and you're ready to enjoy the most delicious health drink ever.

One pound can.....\$4.00  
Giant Economy Four pound Can.....\$12.00

(You save \$4.00 on the large size!)

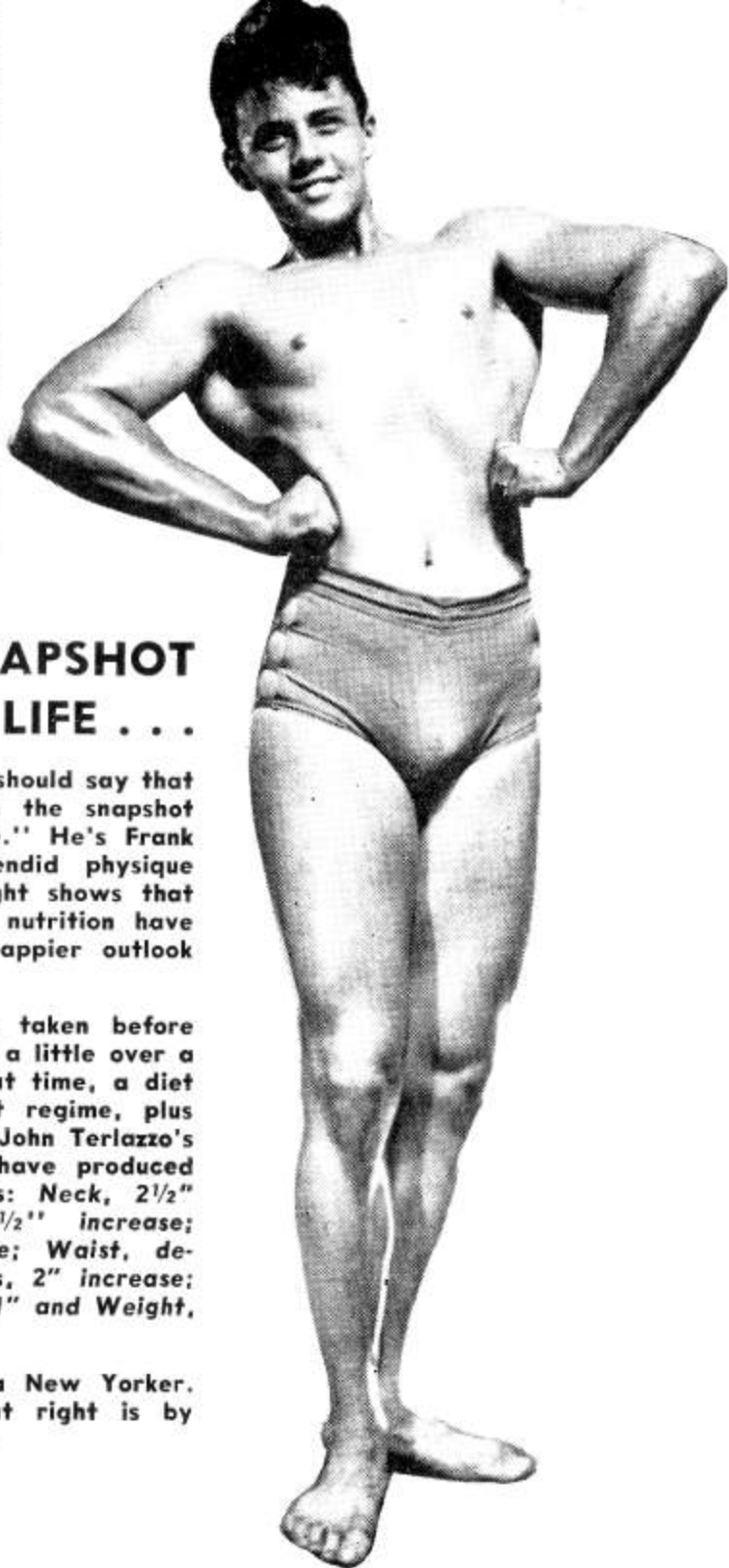
No C.O.D. or Foreign Orders, Please

*Irv Johnson's Health Studios*

22 East Van Buren Street

Chicago 5, Illinois

Add **JOHNSON'S PROTEIN 60** to your diet now. Get the gains you want. See results in your bodybuilding program!



## AN OLD SNAPSHOT COMES TO LIFE . . .

. . . Or perhaps we should say that the boy pictured in the snapshot above "came to life." He's Frank Ryan, and the splendid physique displayed on the right shows that proper training and nutrition have given him a much happier outlook on life.

The snapshot was taken before Frank began training a little over a year ago. During that time, a diet and food supplement regime, plus regular workouts at John Terlazzo's gym in New York, have produced the following results: Neck, 2½" increase; Chest, 7½" increase; Bicep, 4½" increase; Waist, decrease of 2"; Calves, 2" increase; Height, 5'10" to 5'11" and Weight, from 148 to 191.

Frank is 20 and a New Yorker. The "after" shot at right is by Gebbe of New York.

# We've wanted to Offer A FOOD BLENDER For a Long Time

... but a really good one  
was always too expensive!

So, 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.

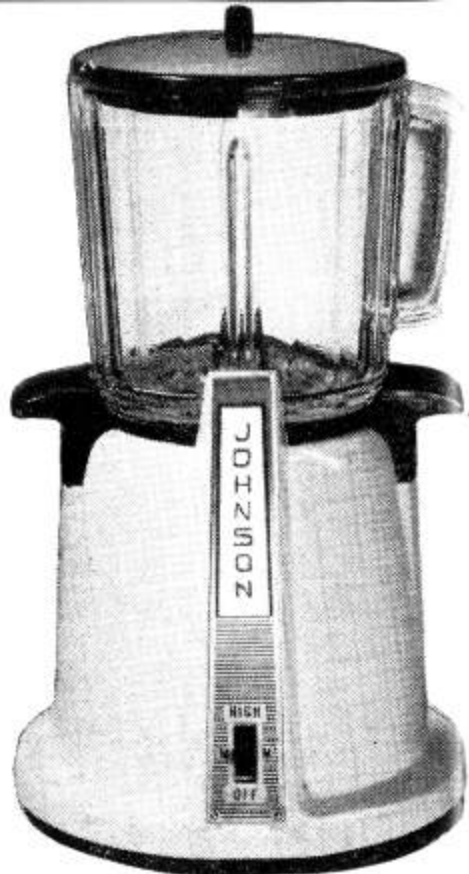
Priced just right . . . at only \$31.60. OR, if you are a steady user of Johnson products . . . send \$17.50 and 6 labels from the four pound can (or 24 labels from the one pound can) of JOHNSON'S PROTEIN 60, the miraculous new protein dietary aid

*Irvin Johnson's Health Studios*

22 EAST VAN BUREN STREET

CHICAGO 5, ILLINOIS

ORDER NOW! (Free Blender Recipe Book included.) Shipped to you completely prepaid. No C.O.D. orders.



## U. S. Marshal Lauds TM's No-Smear Policy

Dear Irv:

A few days ago I finished reading TM — the June issue — and now I'm wondering when the other strength magazines will follow your lead with the illustrations of exercises by the "film strip" method . . . one of the finest ideas for illustrating exercise instructions I've ever seen.

First, you introduced Hi-Protein food supplements and Vitamin-Mineral capsules . . . then others followed.

Your articles on nutrition caused others to write likewise, and any day now, we'll probably see "film strips" appearing in the other magazines.

The one thing I wish they would copy closely would be your editorial style, using the June issue as their example. I've never quite understood why they feel they must always go around with chips on their shoulders looking for a fight. That certainly is not typical of the regular weight lifter. Those who train with weights are usually peaceful, pleasant, and cheerful . . . why can't some editors write in the same manner?

You really must be highly pleased to realize that your methods and products are so good that all others copy them.

**Richard S. Griffith**  
Chief Deputy U.S. Marshal  
Tucson, Ariz.



LOUIS DEGNI  
Photo by LON.

## **OBSERVIN' With IRVIN**

**OUR COVER SHOT** has a little story behind it. When Hank Miller and Bill Cisler were posing for various shots on one of Chicago's beaches, quite a crowd of bystanders accumulated. After I had finished taking the pictures, I asked some of the girls in the crowd what they thought of bodybuilders. They told me what I had known for a long time. The general public admires the sleek, trim, symmetrical type of physique as developed by both Hank and Bill . . . but they laugh at the hulking muscle monstrosities of the "die-hards." A lot of the criticism which bodybuilding gets is brought on by the fellows who become muscle-maniacs, spend all their time training for bulk, and forget about nature's laws of symmetry, grace, and balance.

SWIFT & COMPANY is now packing frozen organ meats, but butchers in some cities refuse to carry them. If you want to buy organ meats in this convenient way, keep asking for them. Enough protests may help the situation. Organ meats, of course, provide a high protein content, and are an important protein source for our food concentrates. Cancer is less prevalent in countries having a high consumption of organ meats.

*THE HUMAN BODY can be the most beautiful . . . or the ugliest thing on earth . . . depending on what we want to make of it. You'll be impressed by this simple fact, as I was, if you take a look around the next time you go to the beach. You'll probably be "impressed" by the sad state into which the vast majority of the population have let their bodies decline. A nation's wealth depends on its health. I think it's time to "Wake up, America."*



**A DINNER DATE** with vivacious **LENA HORNE** is an auspicious occasion. She is one of stagedom's loveliest, most glamorous personages, partly due to her exuberant personality, the product of excellent health. Miss Horne is very health-conscious, watches her diet carefully, eats a lot of protein foods. She likes meat very rare, and one of her favorites is liver . . . almost raw. (She also uses food concentrates.) Her audience at Chicago's Chez Paree was thrilled by her magnificent voice and her unusual song interpretations.


After looking over a copy of "TM," she commented that it was unfortunate there weren't more of Tomorrow's Men around today.

# Successful?

Glowing health is a foundation for success in any field, for you can't "put your best foot forward" if you're weak, pep-less, run-down.

Health is a basis for success . . . and good nutrition is the basis for health. But diet alone doesn't always provide the nutriment needed for good health. Now you can get vital VITAMINS and MINERALS, real health builders . . . to aid in health development . . . a *high potency* supplement especially formulated for folks who want stamina, pep, vitality. You get the nutriment that aid in growth, strength, and health.

In Johnson's Vitamin-Mineral Supplement, you get 27 highly concentrated nutriment . . . in easy-to-take tablet form, the most convenient way to insure getting the proper balance of vitamins and minerals.



Order JOHNSON'S VITAMIN-MINERAL SUPPLEMENT Today, and start enjoying the benefits these health builders offer. A 30-day supply (120 capsules) is only \$4. The GIANT size (90-day supply—360 capsules) is only \$10. Sorry, no C.O.D. or Foreign orders.

**JOHNSON'S HEALTH STUDIOS** 22 E. Van Buren St., Chicago

WE DOUBT if even the ancient Greeks had Centaurs as handsome as the one on the opposite page. The upper body is adapted from a photo of BOB SCHWARTZ, a husky, young California bodybuilder who, at 20, is a real giant of a man. (He is 6'4" and weighs 210 pounds.) Bob is now busy breaking into the movie industry and with that physique, we look forward to seeing great things of him.

The excellent photo is by Athletic Model Guild and the equine body is based on a statue of a Centaur in the Louvre in Paris.

CENTAURS are represented in Greek Mythology as having the bodies of men from the head to the loins, while the rest of the body was that of a horse. One of the most famous of the Centaurs was Chiron who, according to fable, was placed among the stars as the constellation Sagittarius by the God Jupiter.





*Tomorrow's*  
**MAN**

**JIM PARK**, last year's "Mr. America" and "Mr. World" winner, in an unusual photo study by his pre-show trainer, Irv Johnson.

