

35c

**PHYSIQUE  
PICTORIAL**

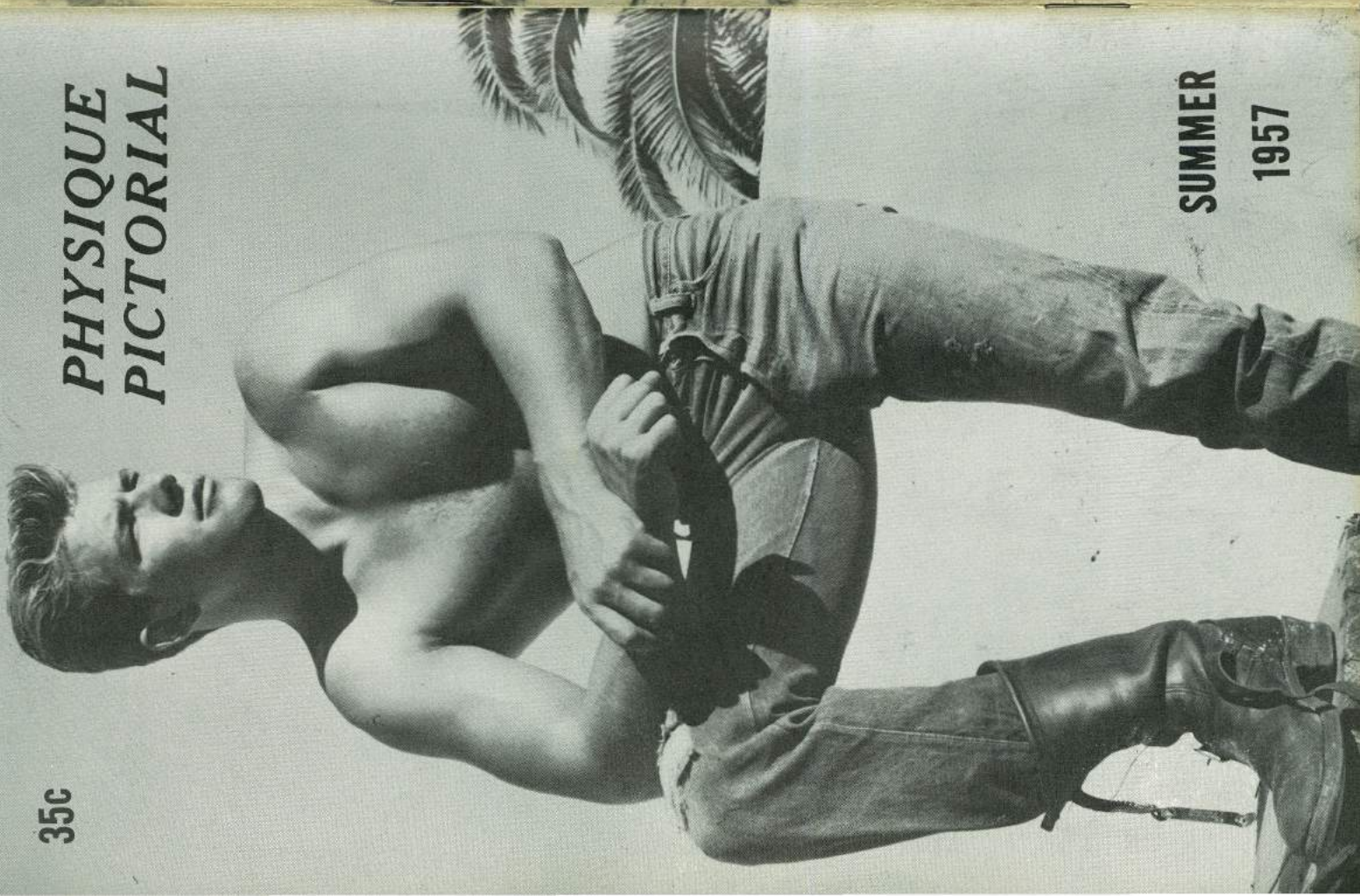
**SUMMER  
1957**



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# PHYSIQUE PICTORIAL

VOLUME 7 Number 2

Summer 1957

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**FOREIGN REPRESENTATION:** GREAT BRITAIN: John Valentine 23 Deanswood dr Moorstown Leeds England (or) Dominique Suite 35A 119 Oxford St, London W1 England. BELGIUM: Henri Gansou 17 rue Haute Andrimont. HOLLAND: Cultuur-en-Ontspanningscentrum Postbus 542 Amsterdam. FRANCE: Edy Silvtan 39 rue Sainte Anne, Paris 1.

**MAN ON THE COVER:** JOE LBTEL (See photo spread and story in middle pages of book pp 16 & 17)

**MAN ON THE BACK COVER:** RICHARD HARRISON 20 6' 185 lbs from Salt Lake City Utah. He feels he can thank the Mormon church for his background in both acting and physical culture training because the church he attended had a gym and the Bishops and Elders encouraged his interest. He, Bill Melby, Mike Sills, and other weight trainers often went to different church branches to encourage physical culture interest.

Active in Motion Picture and television work, he has recently finished a series called "West Point" for Ziv Productions, "Green Grow the Lillacs" and is currently working on a science fiction film. Unhappily, Richard has listened to the agents and producers who have suggested that he reduce his weight down, drop off muscle size, so that he can fit many of the roles offered. The great athlete Steve Reeves followed this same advice and apparently it has not helped his career. At one time six months ago, Richard weighed 217 and while we are not fond of overly bulked muscle men, on Richard it looked good and natural. We say to Hollywood to bring up its roles to fit outstanding people like Richard, not ask them to bring themselves down. If the average man would be offended by being brought face to face with what a miserable example of humanity he is--let it happen--perhaps he will be encouraged to do something to improve himself.

AMG has taken several hundred photos of Richard, plans more. They offer Catalog XB13, 15 pages (240 stamp size photos) \$1.50. Set of 6 stereo realist size color slides \$3.50. Movie footage has been done on Dick and will be available later this year from AMG.

Fans may obtain directly from Dick Harrison po box 46723 Los Angeles 46 Calif. a set of 12 4x5 photos, autographed on request. Dick will include a little note and will be glad to answer any reasonable question he can (but please dont ask more than 3 with one order).

AMG plans to do some physique movies with Dick later on and would appreciate your ideas on good plots. These will be silent, approximately 4 to 6 minutes. Since he has an ideal speaking voice, we are sorry the movies cannot be in sound, but surveys have shown that a small percentage of movie collectors have sound equipment, and a picture planned with sound definitely suffers when the sound is omitted.

**COMING SOON! AMG'S THOUSAND MODEL DIRECTORY \$1.** Over a thousand Athletic Model Guild models alphabetically arranged in a hundred page book. Never before have so many handsome physique posers been gathered together between two covers! A valuable collection in itself, the book also serves as a reference to the individual catalogs AMG offers which show many additional photos of the same men. You dont need to rush--supplies are NOT limited. We know this is going to be a great seller and we've printed thousands of extra copies so whenever you're ready for yours, it will be waiting for you (After Aug 1, 1957)

Scott photos offers a catalog of John which will be sent sealed 1st class mail at \$1.

AMG of Los Angeles has 100 photos of John not yet catalogued (to be available later in 1957), now has in stock 6 Stereo-Realist color slides \$3.50.

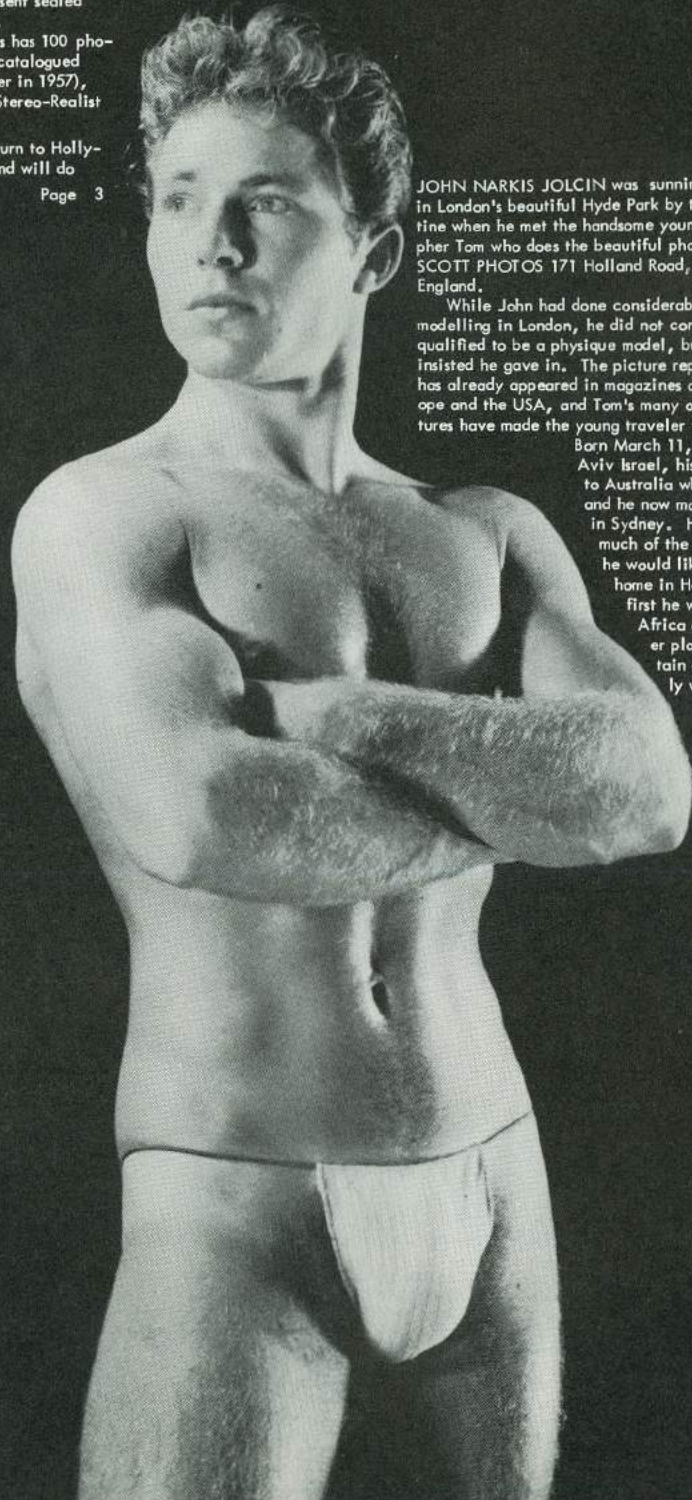
John expects to return to Hollywood this Winter and will do some new poses.

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JOHN NARKIS JOLCIN was sunning himself in London's beautiful Hyde Park by the Serpentine when he met the handsome young photographer Tom who does the beautiful photos for SCOTT PHOTOS 171 Holland Road, London W14 England.

While John had done considerable fashion modelling in London, he did not consider himself qualified to be a physique model, but when Tom insisted he gave in. The picture reproduced here has already appeared in magazines all over Europe and the USA, and Tom's many other fine pictures have made the young traveler famous.

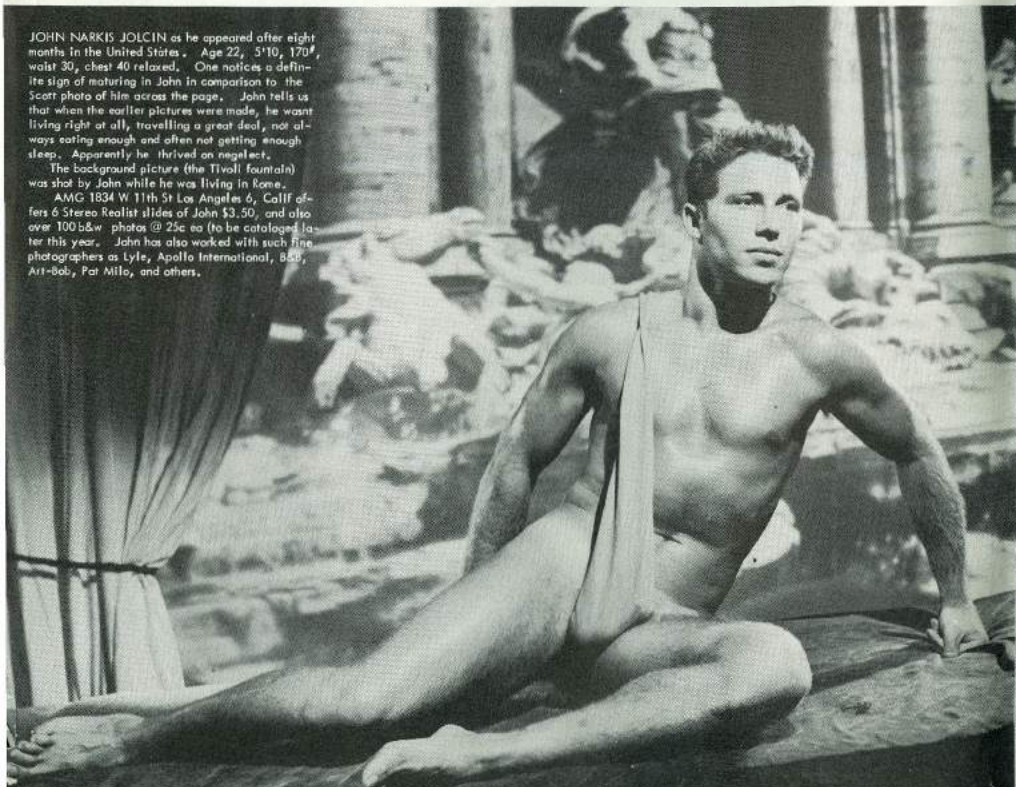
Born March 11, 1935 in Tel Aviv Israel, his family moved to Australia when he was 15 and he now makes his home in Sydney. Having travelled much of the world he feels he would like to make his home in Hollywood, but first he will go to South Africa and a few other places to be certain of what he really wants.



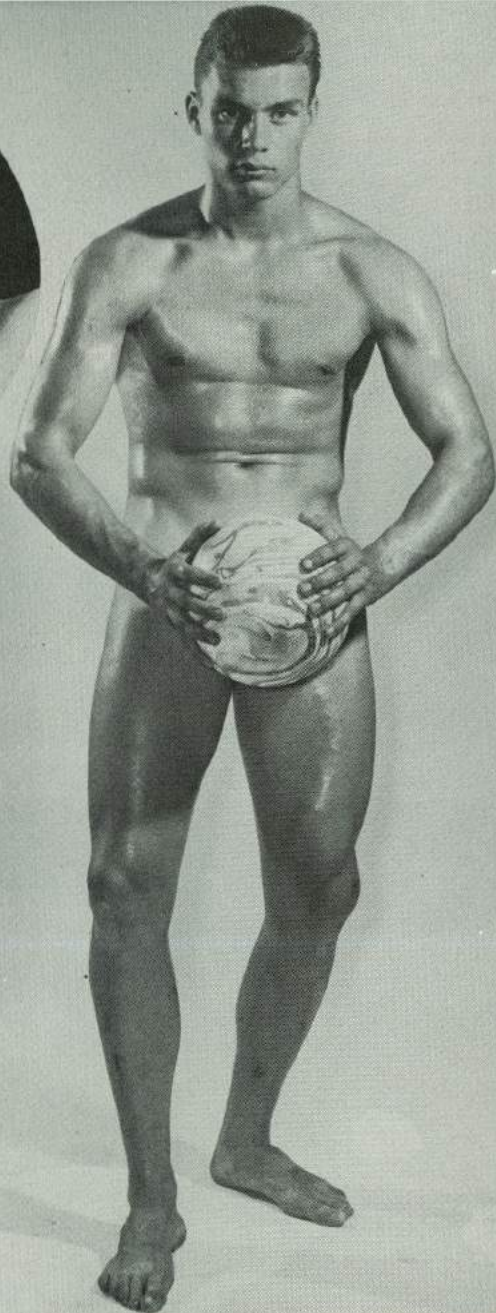
JOHN NARKIS JOLCIN as he appeared after eight months in the United States. Age 22, 5'10, 170, waist 30, chest 40 relaxed. One notices a definite sign of maturing in John in comparison to the Scott photo of him across the page. John tells us that when the earlier pictures were made, he wasn't living right at all, travelling a great deal, not always eating enough and often not getting enough sleep. Apparently he thrived on neglect.

The background picture (the Tivoli fountain) was shot by John while he was living in Rome.

AMG 1834 W 11th St Los Angeles 6, Calif offers 6 Stereo Realist slides of John \$3.50, and also over 100 b&w photos @ 25c ea (to be catalogued later this year. John has also worked with such fine photographers as Lyle, Apollo International, Bob, Art-Bob, Pat Milo, and others.







KEITH FISK 20, 6'2"  
185 lbs, biceps 14",  
chest 42/43.5",  
waist 32", thigh 26,  
hips 37". His home  
is in Montreal. As  
you might guess from  
the portrait above,  
his favorite sport is  
football, but he is  
also quite proficient  
in swimming, tennis,  
track and occasionally  
play almost every  
sport. He hopes to be-  
come an athletic  
coach.

Photos by Mark-One  
Box 32 Lachine, Que-  
bec, Canada.  
Large photo #NFS-559-  
732. Portrait #NFE-547-  
BV.

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PP SENDS CONGRATULATIONS TO ITS SISTER MAGAZINE, STRENGTH & HEALTH, ON HER TWENTY-FIFTH ANNIVERSARY. Aesthetically inclined bodybuilders owe a great debt of gratitude to Strength & Health Magazine which in December will have completed a quarter century of publishing. Strength & Health was one of the first of the bodybuilding books to carry beautiful pictures of male semi-nudes including completely nude back poses on their cover. The entire physical culture world was outraged when blue noses caused their fine magazine to be banned because of a handsome hand-retouched nude of York Barbell Club Star Stan Stanczyk on their November 1956 cover. For many years they conducted the Strength & Health Leaguers Column which printed pen-pal letters, providing an opportunity for lonely bodybuilders and others to correspond, meet by mail, and often form long-lasting and fruitful friendships. During the war years many of the Leaguers would open their homes wide to servicemen, and in these columns one reads of many blanket invitations. The courage and consideration of the editors in the face of ridicule and criticism are deserving of our applause, and we hope they will be allowed to continue their helpful publication for many years to come.

NEW MAGAZINE MAKES DEBUT: FIZZIQUÉ 35c is published by the Stanford St George Publishing Co Drawer F Station #4, North Hollywood California, contains the work of Russ Warner, Bob Del Monteque, George Quaintance, and Vulcan (Tony Guyther).

STEVEN WENGRYN of PASSAIC NEW JERSEY whose picture we showed in our Summer 1956 Physique Pictorial, graduated from high school last year (where he was captain of the football team.) For the past year he has been attending a Military Institute for a ROTC postgraduate course and also schooling in aviation, under a scholarship arrangement. Last year during the summer he took a long desired trip by plane to Europe and then drove by auto through Austria, Germany and Denmark. As this book goes to press he is embarking on a tour of Portugal, Spain and France, and he is looking forward to doing modelling with all the great physique photographers of the entire world. By September, he expects to come to Hollywood where arrangements have been made for a screen test with a major studio. He will also do physique work with the various studios in this area.

In the Fall, he will enroll at the University and will play football of course, and will also take a general business course. Beyond that, his plans for the future are not quite solidified. But he is certain that he will always continue with his physical training. He believes in physical training for everybody, boys and girls, men, women and children, because it "steels their character and keeps them out of mischief and induces them to lead a clean life.

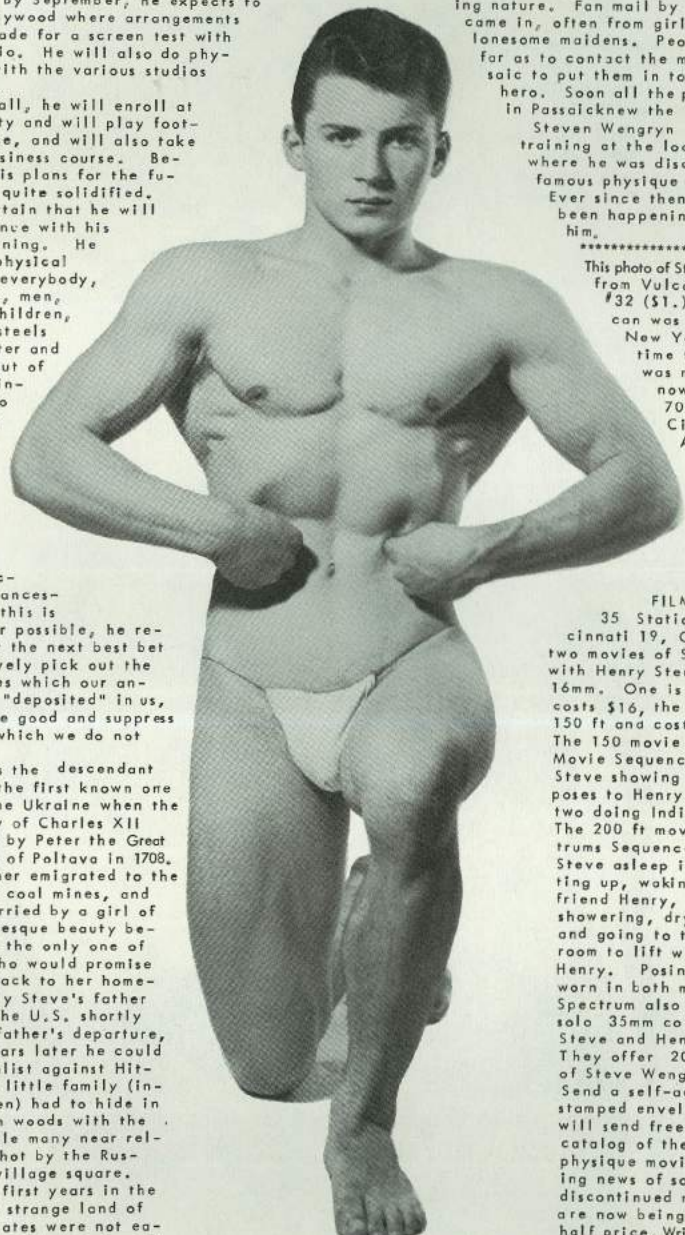
But for having a super-build Steve advises you to be very selective of your ancestors. Since this is rarely if ever possible, he reminds us that the next best bet is to selectively pick out the good qualities which our ancestors have "deposited" in us, emphasize the good and suppress those traits which we do not approve.

Steven is the descendant of soldiers, the first known one settling in the Ukraine when the Swedish army of Charles XII was defeated by Peter the Great in the Battle of Poltava in 1708. His grandfather emigrated to the Pennsylvania coal mines, and there was married by a girl of almost Garboesque beauty because he was the only one of her suitors who would promise to take her back to her homeland. Luckily Steve's father was born in the U.S. shortly before grandfather's departure, so that 23 years later he could return and enlist against Hitler while his little family (including Steven) had to hide in the Ukrainian woods with the livestock while many near relatives were shot by the Russians in the village square.

Steven's first years in the then (to him) strange land of the United States were not easy. All the family had to work very hard. Steven became a shoe repairman in Clifton New Jersey, and learned this trade very thoroughly.

When Steven's first pictures were suddenly flashed in the physique magazines, the "uncalled for celebrity" was a bit disquieting as he is a rather reserved and retiring nature. Fan mail by the sackful came in, often from girl's clubs and lonesome maidens. People went so far as to contact the mayor of Passaic to put them in touch with their hero. Soon all the postal clerks in Passaic knew the name. Steven Wengryn began his training at the local YMCA, where he was discovered by a famous physique photographer. Ever since then, things have been happening very fast for him.

\*\*\*\*\*  
This photo of Steven Wengryn is from Vulcan's catalog #32 (\$1.) Though Vulcan was located in New York at the time this picture was made, he is now located at 706 North La Cienega, Los Angeles, Cal. Vulcan is very eager to obtain new models.



SPECTRUM FILMS po box 35 Station E, Cincinnati 19, Ohio, offers two movies of Steven posed with Henry Stenecki, both 16mm. One is 200 ft and costs \$16, the other is 150 ft and costs \$11.75. The 150 movie is Spectrums Movie Sequence #60, has Steve showing physique poses to Henry and also the two doing Indian wrestling. The 200 ft movie is Spectrums Sequence #61, shows Steve asleep in bed, getting up, waking up his friend Henry, then shaving, showering, drying etc., and going to the recreation room to lift weights with Henry. Posing straps are worn in both movies. Spectrum also offers 15 solo 35mm color slides of Steve and Henry for \$6.75. They offer 20 4x5 prints of Steve Wengryn for \$4. Send a self-addressed and stamped envelope and they will send free of charge a catalog of their available physique movies, including news of some special discontinued movies which are now being offered at half price. Write personal letters to Steve c/o Spectrum Films, and they will see that he gets the letter.

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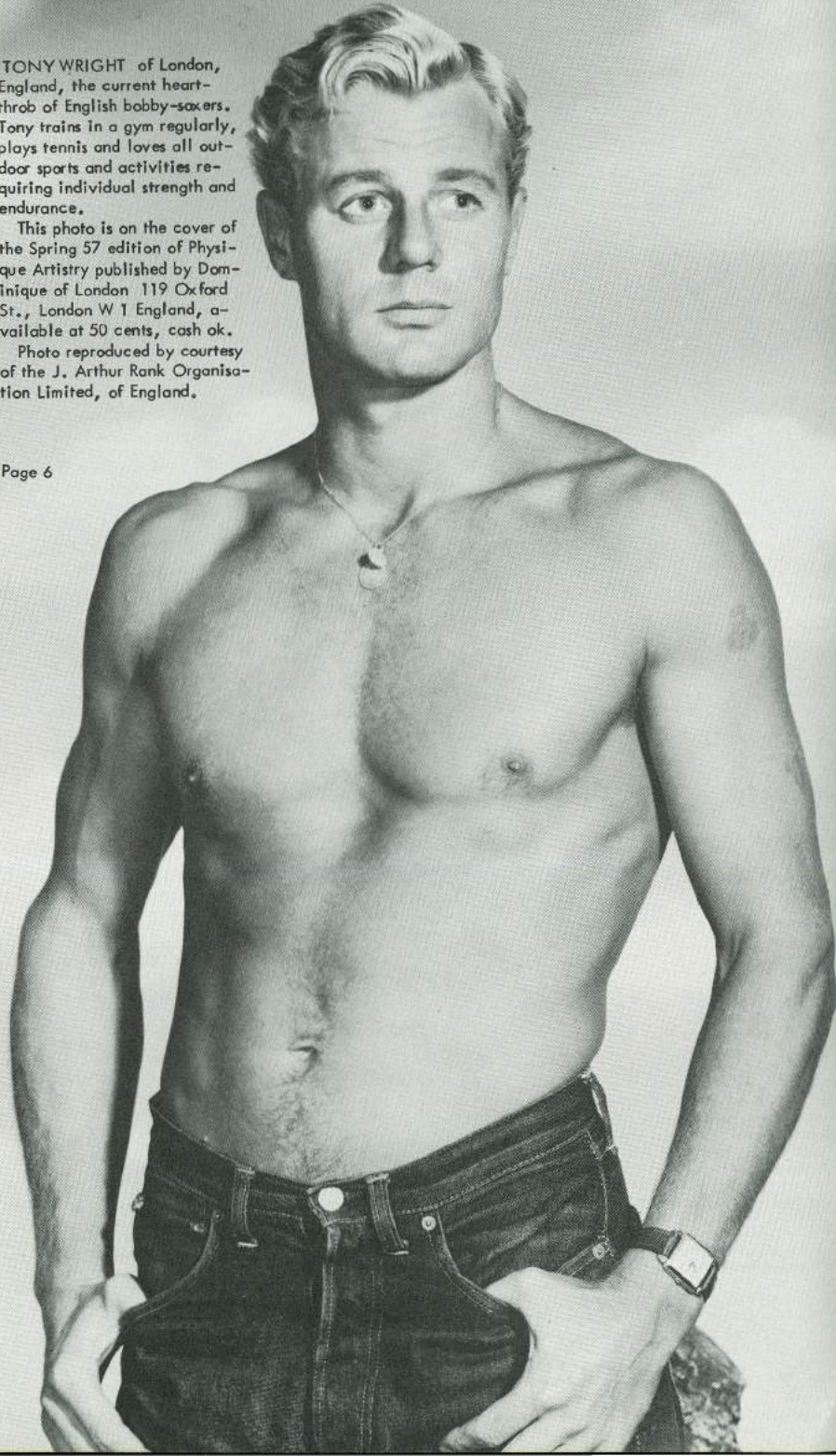


TONY WRIGHT of London, England, the current heart-throb of English bobby-soxers. Tony trains in a gym regularly, plays tennis and loves all outdoor sports and activities requiring individual strength and endurance.

This photo is on the cover of the Spring 57 edition of Physique Artistry published by Dominique of London 119 Oxford St., London W 1 England, available at 50 cents, cash ok.

Photo reproduced by courtesy of the J. Arthur Rank Organisation Limited, of England.

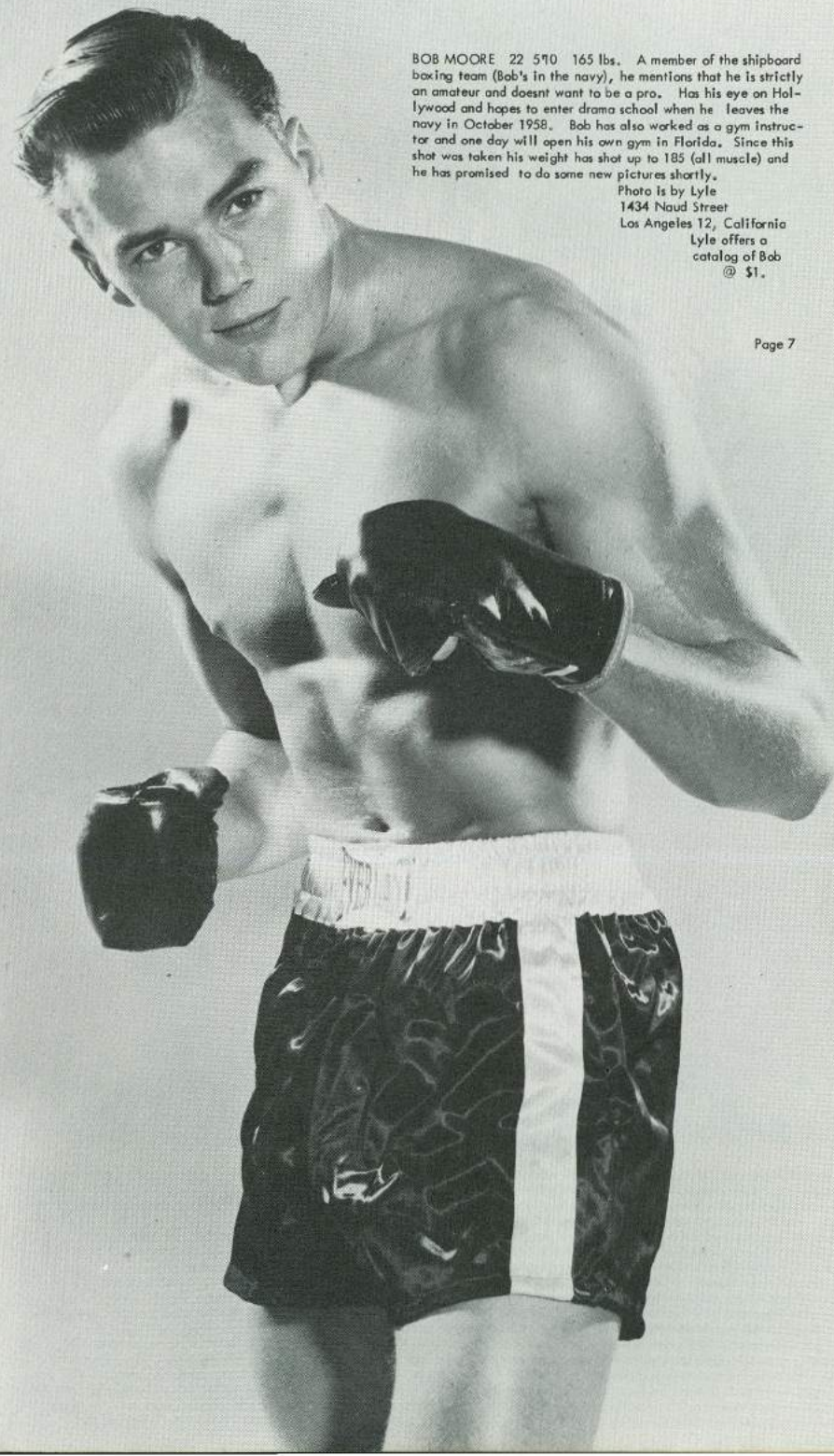
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BOB MOORE 22 5'10 165 lbs. A member of the shipboard boxing team (Bob's in the navy), he mentions that he is strictly an amateur and doesn't want to be a pro. Has his eye on Hollywood and hopes to enter drama school when he leaves the navy in October 1958. Bob has also worked as a gym instructor and one day will open his own gym in Florida. Since this shot was taken his weight has shot up to 185 (all muscle) and he has promised to do some new pictures shortly.

Photo is by Lyle  
1434 Naud Street  
Los Angeles 12, California  
Lyle offers a  
catalog of Bob  
@ \$1.

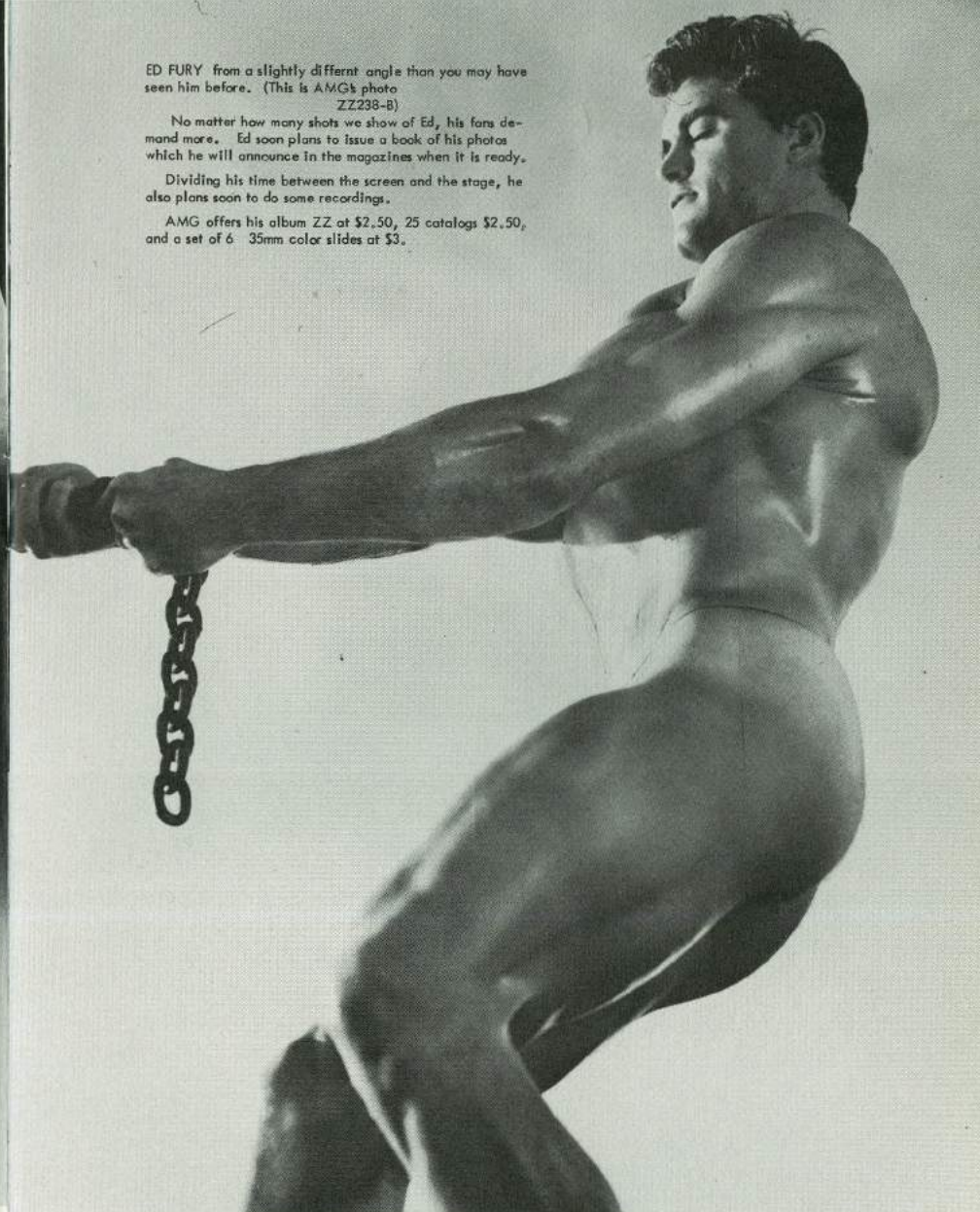
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**BOB MC CUNE**, perennial favorite. Wrestled for several years, ran his own gym, and when we last heard he was running a used car lot. Having been a psychology major at college he has always found people interesting and likes to meet new people. AMG offers 12 of his photos size 4x5 in Albym ZL: \$2.50. 3 catalogs in ZL13: 30 cents.



**ED FURY** from a slightly different angle than you may have seen him before. (This is AMG's photo ZZ238-B)

No matter how many shots we show of Ed, his fans demand more. Ed soon plans to issue a book of his photos which he will announce in the magazines when it is ready.

Dividing his time between the screen and the stage, he also plans soon to do some recordings.

AMG offers his album ZZ at \$2.50, 25 catalogs \$2.50, and a set of 6 35mm color slides at \$3.

**WILL THE BANNING OF "CONFIDENTIAL" BE USED AS A LEVERAGE TO ALSO STOP PHYSIQUE BOOKS.** Right now, the magazine "Confidential" is not in a popular position. The public like a reformed prostitute, having satiated itself grovelling in the mire of others misfortunes has wearied of the vice of curiosity and there is a mass sub-conscious desire for the former avid readers to absolve themselves of sin by joining in the cries of "Stop this magazine by any means, fair or foul". But two wrongs never make true moral right, and any controls applied must be legal and not oppressive to freedom of the press. Some believe that legislation will be passed to ban scandal type magazines and that an "innocent" rider to such a bill will be a control to also stop books displaying the human form, though such books have nothing to do with one another. People will be so glad to get rid of Confidential that they will accept any other limitations at the same time.

Now we have no love for Confidential. In fact, several years ago, a depraved LA Deputy city attorney brazenly displayed an open Confidential magazine among his other papers during the prosecution of an innocent physique photographer, and he later was seen taking this sleazy magazine into the judge's chambers where (judging from the latter's prejudiced and misinformed off-record remarks) he was apparently able to influence this naive jurist (making necessary a review and reversal of his prejudiced decision by a higher court of superior judges).

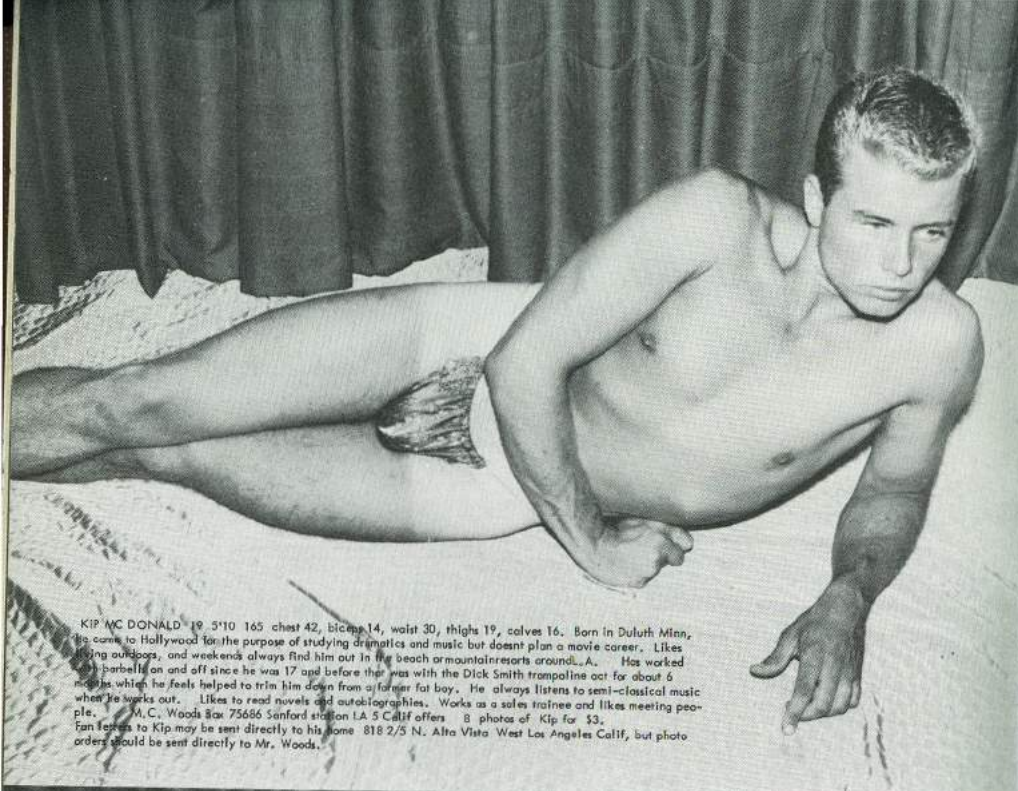
It may be possible for the government to break Confidential's back, but should that be accomplished dozens of other comparable books will spring up in its place, some of which will have benefited sufficiently from the parent's errors to be invulnerable. The only successful way to fight scandal magazines is at the consumer (reader) level. Church and educational groups must emphasize the mental immaturity of allowing ourselves to read such trash. As individuals, we can refuse to read any magazine or newspaper which makes capital of other's misery, and when others want to repeat what they have read we can ask them not to. We need not take the attitude that since the filth exists, we might as well partake of it also—rather we can let ourselves be the example and perhaps we can shame others into following us.

**"BIG BROTHER" IS STILL EAGER TO CONTROL YOUR LIFE.** If we seem preoccupied with a fear of censors, be assured it is no phantom we are fighting. In California's last legislature not less than 6 bills were introduced which would have censored movies. So-called "decent" literature groups would stop you from reading every author from Aristophanes to Emil Zola, and in many of their minds, all physique books are just outright nasty because they expose healthy human flesh. Raids on newsstands by police goon squads to remove magazines who want "pay off" in certain localities are a disgrace, and a certain church group which has itself often felt intolerance, uses every possible economic and political pressure in an attempt to control what you will be permitted to read. Customs officials in various countries including USA often consider themselves qualified to determine what is morally "acceptable" and fine art is often rejected for no greater reason than an exposed backside. And even though much the earlier McCarthy type hysteria has died down, unpopular political ideas are still banned from many libraries and refused airing in public halls—as if the "protectors" felt the American public to be so stupid and so gullible that if they were permitted to hear anti-democracy dogma, they would immediately accept it.

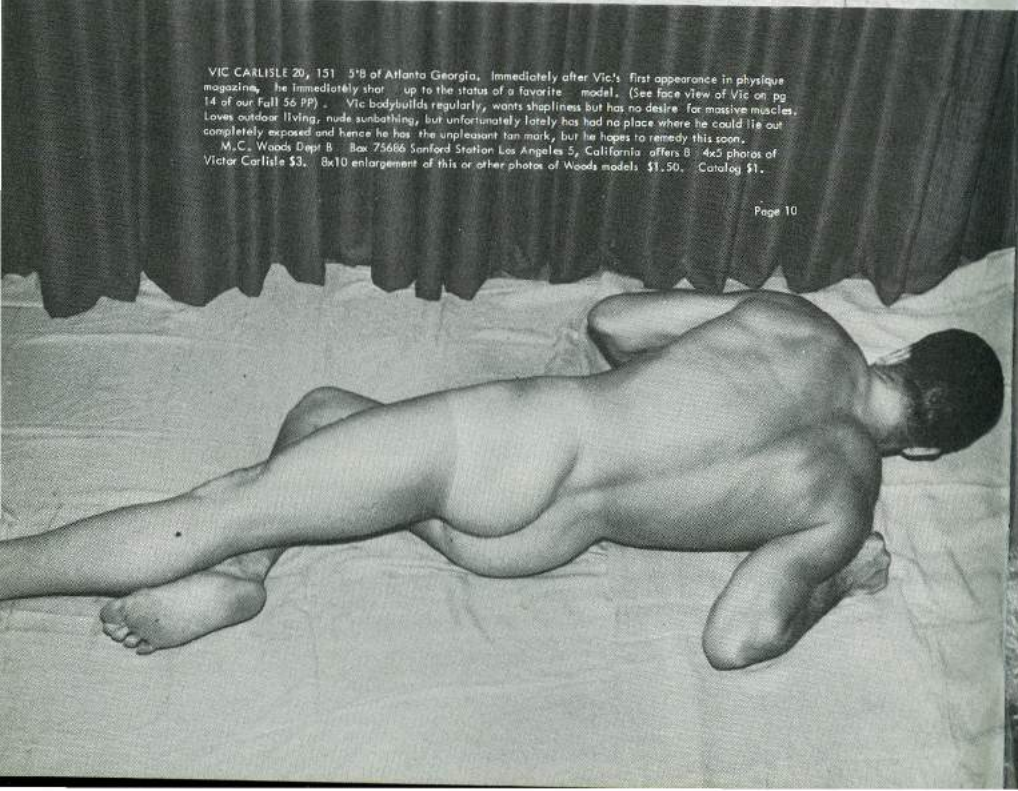
Totalitarian countries thrive on thought conformation and any nation which doesn't feel safe to let all beliefs to be freely discussed is ripening itself for a dictator. We believe the average American born to the tradition of freedom is capable of making reasonably intelligent choices in all personal phases of his life—Big Brother doesn't think so. He will magnanimously give you a choice of perhaps 2 political parties, while he may not force you to go to church you must at least publicly acknowledge a basic religious concept somewhat similar to his own (as required in various oaths), he quite decidedly dictates your sex life, and wants to imprison you if you don't accept his limitations on art expression.

YOU can fight "Big Brother" by giving your time and financial support to such groups as the American Civil Liberties Union, American Friends Service Committee and other groups dedicated to preserving the U. S. Bill of Rights, part of our Constitution!



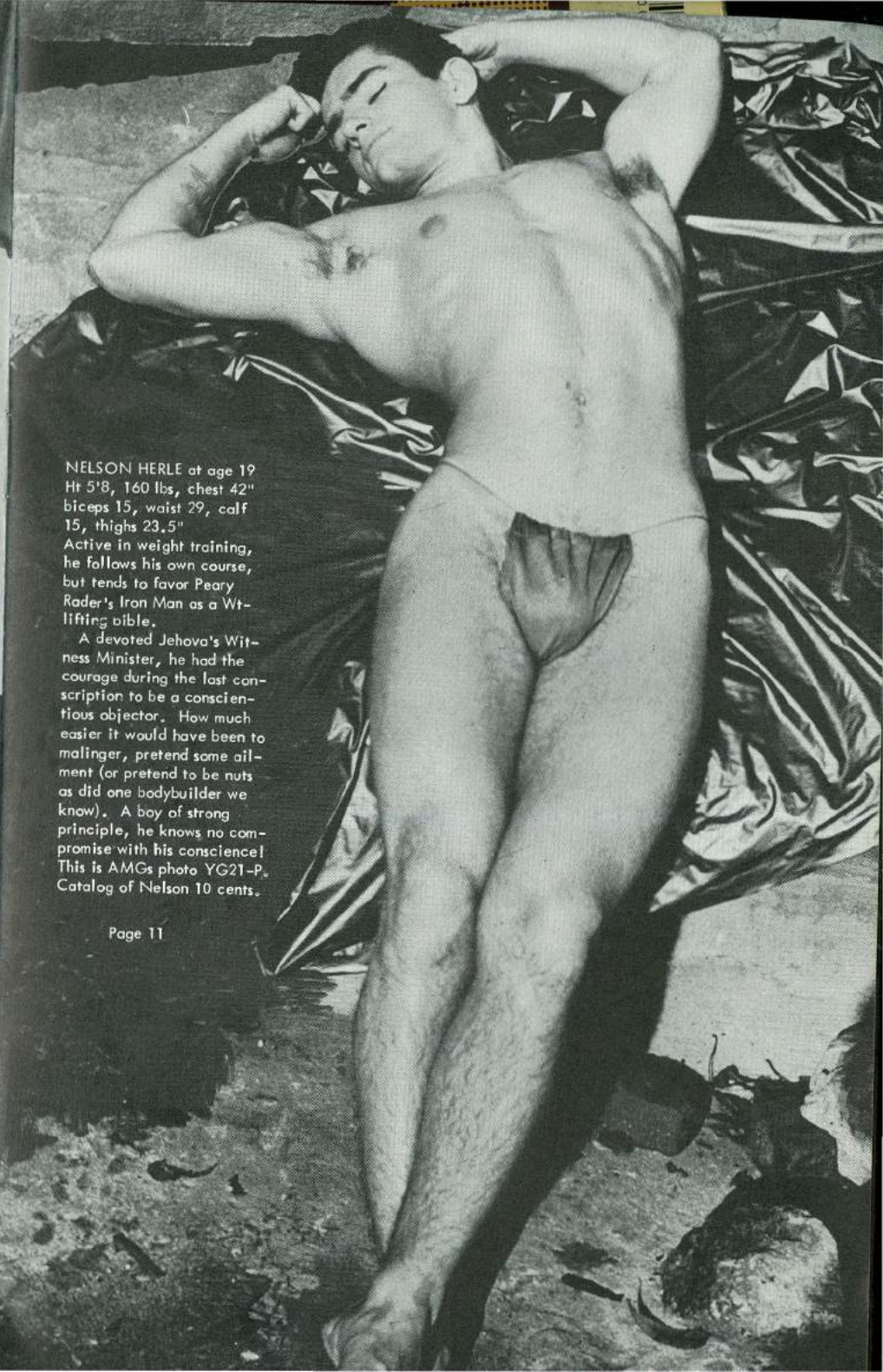


KIP McDONALD 19 5'10 165 chest 42, biceps 14, waist 30, thighs 19, calves 16. Born in Duluth Minn, he came to Hollywood for the purpose of studying dramatics and music but doesn't plan a movie career. Likes being outdoors, and weekends always find him out in the beach or mountain resorts around L.A. Has worked with barbells on and off since he was 17 and before that was with the Dick Smith trampoline act for about 6 months which he feels helped to trim him down from a former fat boy. He always listens to semi-classical music when he works out. Likes to read novels and autobiographies. Works as a sales trainee and likes meeting people. M.C. Woods Box 75686 Sanford station L.A 5 Calif offers 8 photos of Kip for \$3. Fan letters to Kip may be sent directly to his home 818 2/5 N. Alta Vista West Los Angeles Calif, but photo orders should be sent directly to Mr. Woods.



VIC CARLISLE 20, 151 5'8 of Atlanta Georgia. Immediately after Vic's first appearance in physique magazine, he immediately shot up to the status of a favorite model. (See face view of Vic on pg 14 of our Fall 56 PP). Vic bodybuilds regularly, wants shapeliness but has no desire for massive muscles. Loves outdoor living, nude sunbathing, but unfortunately lately has had no place where he could lie out completely exposed and hence he has the unpleasant tan mark, but he hopes to remedy this soon. M.C. Woods Dept B Box 75686 Sanford Station Los Angeles 5, California offers 8 4x5 photos of Victor Carlisle \$3. 8x10 enlargement of this or other photos of Woods models \$1.50. Catalog \$1.

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NELSON HERLE at age 19  
Ht 5'8, 160 lbs, chest 42"  
biceps 15, waist 29, calf  
15, thighs 23.5"

Active in weight training,  
he follows his own course,  
but tends to favor Peary  
Rader's Iron Man as a Wt-  
lifting bible.

A devoted Jehova's Wit-  
ness Minister, he had the  
courage during the last con-  
scription to be a conscien-  
tious objector. How much  
easier it would have been to  
malingier, pretend some ail-  
ment (or pretend to be nuts  
as did one bodybuilder we  
know). A boy of strong  
principle, he knows no com-  
promise with his conscience!  
This is AMG's photo YG21-P.  
Catalog of Nelson 10 cents.

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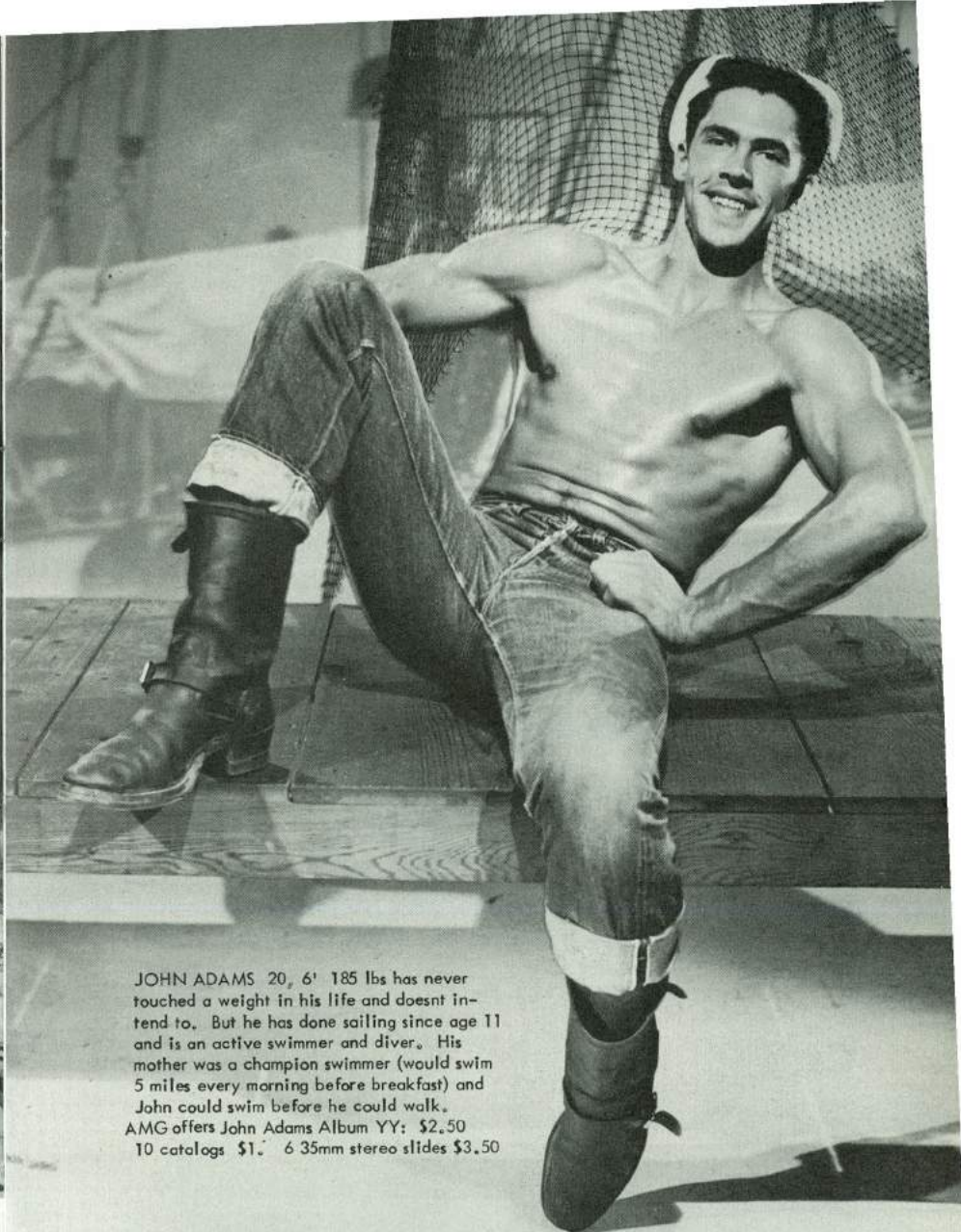


"The Little Hut", which was running a very successful showing at the Moroccan Theatre in Hollywood at the time we went to press. Director of "The Little Hut" was Richard Fontaine who is also an executive producer for Apollo International.

Don loves theatre, hopes to make it his career. Don's understudy in this role was Joe Leitel (see cover and center spread) and on many performances Joe played this role.

Joe and Don both batch together with another motorcyclist buddy. They work out three times a week at the Los Angeles YMCA.

This photo reproduced courtesy of Apollo International.



JOHN ADAMS 20, 6' 185 lbs has never touched a weight in his life and doesn't intend to. But he has done sailing since age 11 and is an active swimmer and diver. His mother was a champion swimmer (would swim 5 miles every morning before breakfast) and John could swim before he could walk. AMG offers John Adams Album YY: \$2.50 10 catalogs \$1. 6 35mm stereo slides \$3.50

AMG ANNOUNCES NEW PHYSIQUE PHOTO CATALOG RENTAL PLAN: SELECTOR CATALOGS RENTED AT 1 cent A MONTH! Many readers have told us that though they would like to review the vast 35,000 AMG photo collection, it was too costly for them to buy all the catalogs, even at the low price of 10 cents each page, so now these catalogs are being made available on a rental basis of one cent a month! Because the handling and bookkeeping costs must be kept down, you are asked to rent entire catalog groups (not individual pages). For example, AMG's catalog YP of David Wiler now has 22 pages, the rental cost would be 22 cents. Customer should send a deposit of 10 cents each page (\$2.20 for the Wiler group) and when he returns the group he claims \$1.98 credit. Catalog groups available include A thru ZB misc combined 20 pages, ZC13 16 pgs, ZD13 2 pgs, ZE13 8 pgs, ZF13 1 pg, ZG13 3 pgs, ZH13 6 pgs, ZI13 6 pgs, ZJ13 13 pgs, ZK13 4 pgs, ZL13 3 pgs, ZM13 9 pages, ZN13 11 pgs (all duals), ZO13 6 pgs, ZP13 37 pgs, ZQ13 10 pgs, ZR13 13 pgs, ZS13 9 pgs, ZT13 27 pgs, ZU13 8 pgs, ZV13 7 pgs, ZW13 28 pages, ZX13 42 pages, ZY13 7 pgs, ZZ13 24 pgs, YA13 41 pgs, YB13 48 pgs, YC13 54 pgs, YD13 54 pgs, YE13 66 pgs, YF13 50 pgs, YG 13 50 pgs, YH13 15 pgs, YI13 10 pgs, YJ13 58 pgs, YK13 60 pgs, YL13 51 pgs, YM13 51 pgs, YN13 48 pgs, YO13 8 pgs, YP13 22 pgs, YQ13 55 pgs, YR13 51 pgs, YS13 1 pg, YT13 51 pgs, YU13 50 pgs, YV13 48 pgs, YW13 15 pgs, YX13 59 pgs, YY13 11 pgs, YZ13 11 pgs, XA13 50 pgs, XB13 15 pgs, XC13 12 pgs. Models in these catalogs are all reved in AMG's new THOUSAND MODEL DIRECTORY, \$1.

THE VALUE TO YOU OF CATALOGS is that they make it possible for you to see pictures you might never otherwise see. If your tastes run close to average then you are likely to find what you wish in the many magazines on the stands, but if your art or bodybuilding project requires some unique variation or type of model, you are far more likely to find him in the catalogs. AMG is taking thousands of new photos every year and you will now be able to review all of these inexpensively through rental catalogs. While the cost for special shootings is prohibitive, your pose ideas are gratefully received and you are very likely to find them in subsequent catalogs.

PHYSIQUE PHOTOGRAPHY IN RUSSIA. There isn't any. Such borgeoise nonsense just isn't tolerated. A body is made for work, not to look beautiful. Weightlifters are encouraged because they show strength and power, but physique contests are considered sissy, and immoral. A few years ago, the writer was in Vienna and was walking along the East bank of the Danube in the Russian occupied zone and came upon two young Russian soldiers swimming in their long purple shorts which serve both for underwear as well as for swimming. Both were superbly-built and very handsome, and I tried in vain to get them to pose for me (speaking to them in German) but they explained they would have been severely disciplined for such action.

Blue noses in our own country who disapprove of the display of the human body will no doubt be delighted to know how closely their own views coincide with the official dictims of the Soviet government. While the situation in Russia shows great signs of Improvement, it is too much to expect that 30 years of totalitarian restriction can be thrown off overnight, and it will be many years before physique photography will be "tolerated" in that country. Here at AMG we received one order from Moscow some years back, but no further word was ever heard from the customer.

In America, we also have citizens who would like the government to forbid the display of physique photography. Physique photographers must operate with a constant threat over their heads. One group in Michigan were told by a U.S. postal inspector that even their photographs in full cut beach bathing trunks would not be permitted to go through the U.S. mails. Such interference by government officials isn't worthy of a nation of our professed principles of personal liberty, and we think it a shame some of these officials cannot be sent to Russia where their attitudes might be more appreciated.





RICHARD HARRISON  
AMG photo XB1-V  
(See this issue PP pg 12)  
15 catalogs of Dick \$1.50  
6 Stereo Realist size color  
slides \$3.50.  
See cover Sept 1957  
Adonis magazine for beau-  
tiful color print of Dick.



FRANK RENAULT 19, 5'6.5"  
149 lbs, waist 27, chest norm  
40.5 exp 45", Biceps 14.25"  
pumped. Had been working out  
8 months before this picture was  
taken. When he first started to  
train he weighed only 120 lbs,  
had 11.75" biceps. He is a  
champion typist doing 143 wpm  
on an electric typewriter and 130  
on a standard, and was considered  
by Remington Rand as a demon-  
strator for their machines. His  
current hobby-sport is roller skat-  
ing and he is often seen in compe-  
tition at Olympic auditorium in  
Los Angeles.

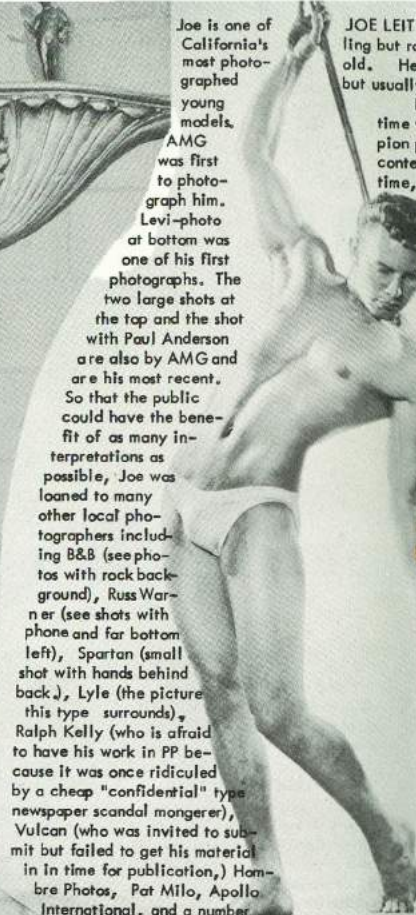
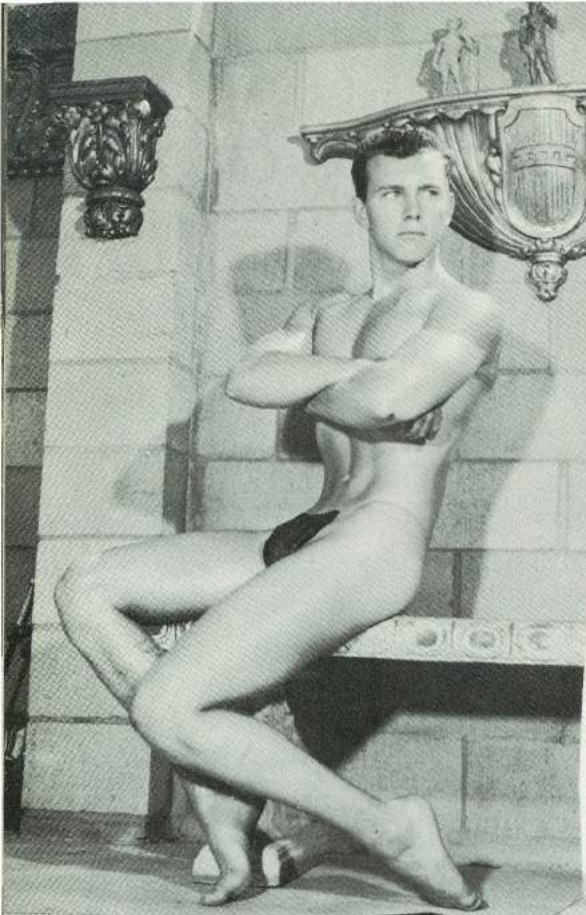
On special loan from AMG, he  
recently completed the film "Because  
of Him" for Apollo International.

He has posed for almost all of  
the Southern California physique  
photographers including AMG,  
Spartan, Apollo, B&B, Art-Bob  
etc, and enjoys this type of work  
very much.

This is AMG's photo "V" of  
Frank Renault, 4x5 25c, 8x10 is  
\$1.50. AMG has 31 photos of  
Frank which will be cataloged late  
in 1957. He also has also done  
some good deals with his former  
close buddy Frank Bird which will  
also be available later.

POSING STRAP worn  
by Frank is AMG  
DELUXE STRAP \$2.  
in 20 different colors.  
Added elastic in sides  
provides cup effect  
and gives extra support  
and assurance for art  
school models.



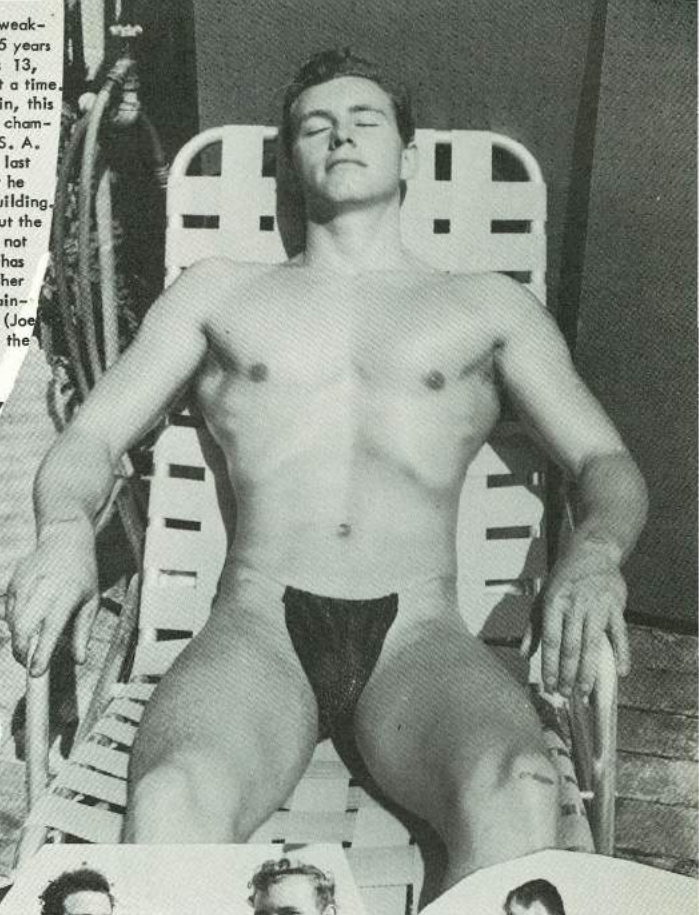


JOE LEITEL 19 180 lbs has never been a puny looking but rather had 15 inch arms when he was just 15 years old. He first started barbell training when he was 13, but usually would only stay at it for a few months at a time.

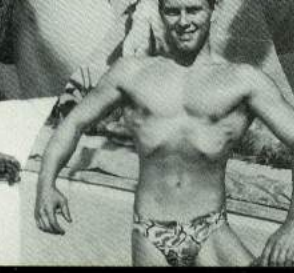
But about 6 months ago, he started in again, this time with a resolve that he is going to build a champion physique, good enough to enter a Mr. U.S. A. contest. When he first started to train this last time, his girl friend, Carol, was disturbed that he should spend so much time at bodybuilding. However, realizing that it was about the most important thing in his life, she not only "reconciled" herself to it, but has also become interested in improving her own figure through "beauty-belle" training. Naturally the little "bambinos" (Joe is half Italian) will be started off in the physical culture life at the earliest possible age.

Joe is a devoted Weider student, hanging an every word of the great teacher. He feels the Weider principles of "cheating exercises" flushing etc, have been responsible for extra rapid gains for him. He works out 3 times a week without fail, and is active in many other outdoor sports, spending considerable time in the AMG pool (see cover photo).

Joe rides a motorcycle and while he likes thrills power, and the masculine rroomph of the bike, he practices caution, taking no unnecessary chances as he has no intention of destroying or even marring the great Leitel beauty.

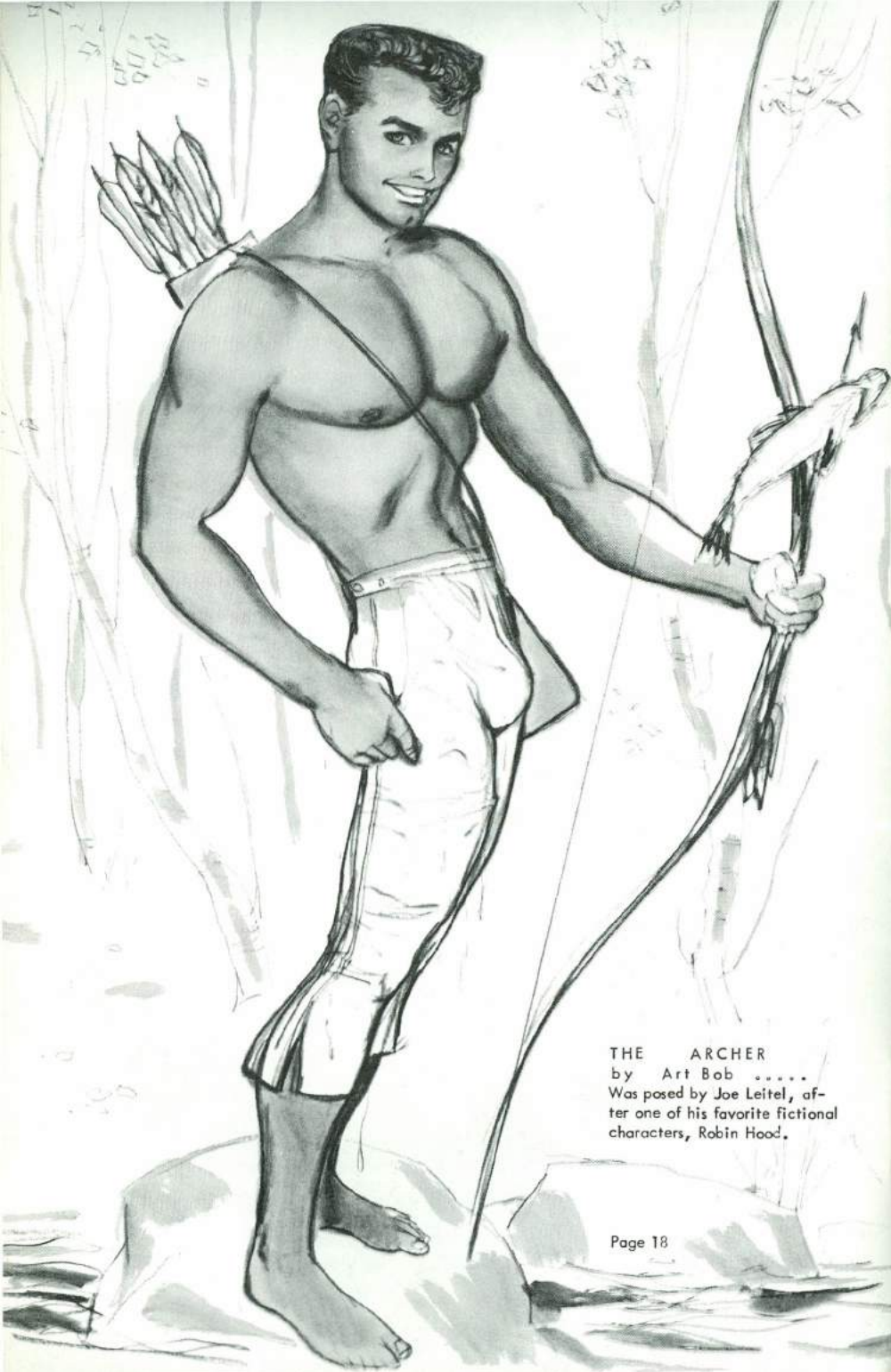


AMG has cataloged hundreds of poses by Joe Leitel in catalog XC13 which has 12 pages of this printing (\$1.20) and more are planned. Album XC contains 12 poses and costs \$2.50. A stereo color set is available at \$3.50 and a regular 35mm color set at \$3. Both stereo and regular color sets have 6 slides each. A motion picture will be released soon starring Joe Leitel. Apollo International now offers a movie of Joe with Den Fuller. Apollo, Russ Warner, B&B, Art-Bob, Lyle, Spartan each offer sets of 12 photos each at \$2.50.



GOOD MOVIE IDEAS wanted for JOE LEITEL. We'd very much appreciate your help in planning some little movie bits for Joe. They should be 4 to 6 minutes long, no dialogue since they will be silent, but Joe is very good at pantomime. He will study all the scripts personally. Please send your ideas.





THE ARCHER  
 by Art Bob .....  
 Was posed by Joe Leitell, af-  
 ter one of his favorite fictional  
 characters, Robin Hood.



"OLE!" cries the crowd  
 as our young bullfighter  
 escapes the charge of  
 the maddened bull with  
 only the loss of his trou-  
 sers.

This delightful study  
 of youth at play was  
 drawn by Art-Bob and  
 posed by Joe Leitell and  
 Don Fuller (different  
 faces used for variety.)

"WHO" ARE THE READERS OF PHYSIQUE PICTORIAL? We were so gratified by the fine response of readers telling us of their choices in physique books, photos etc (as requested in our Spring 57 issue) that now we would like to presume further on your kindness in helping us to fine just who is the "typical" reader of our book (and books like it). So that your answers can be completely frank, candid and not restrained, don't put your name on the questionnaire if you don't want to. Please just show the numbers and your answers on any sheet of paper:

- 1: Your age.
- 2: Sex. (This refers to gender, not your opinion of the institution).
- 3: Married or Single?
- 4: Number of children if any.
- 5: If not married now do you eventually plan marriage?
- 6: What is your racial and national background?
- 7: Church.
- 8: Describe your body: 8a: Your height 8b: Your weight 8c: Your waist, 8d: Color hair, 8e: Color eyes
- 9: Do you weightlift or bodybuild extensively?
- 10: Do you do any systematic exercise or sports activity at least several times a week?
- 11: What is your occupation?
- 12: What is your favorite hobby (or hobbies)?
- 13: How much money do you estimate you spend on physique magazines and physique photos in a year's time?
- 14: Through what grade of school or college did you go?
- 15: Estimate roughly how many people you know well enough to, say, send them a Christmas card if you had an unlimited stock of cards, stamps time etc.
- 16: How many really close friends do you have--that is close enough that you would keep no secret from them?

Thanks for answering some of these seemingly strange questions. They will help us a great deal. Please also include an evaluation of this issue of PP if you have the time.





"HORSE PLAY" by Art-Bob  
 Drawn from a combination of live models and action photos. 8x10 photo print at \$1.50.  
 Art-Bob  
 1611 N. Ave 56  
 Los Angeles 42, Calif.

WANTED! SPECIAL CAFETERIAS FOR BODYBUILDERS AND DIETERS. Someone looking for an interesting and profitable business to enter should certainly consider the operation of a restaurant or cafeteria which catered specifically to bodybuilders and to people trying to gain or lose weight. We at AMG considered such an enterprise but have been so busy with other activities that there hasn't been time to follow through with it. In the L.A. phone directory, we found not one health-food restaurant listed, and any large community could support a number of such establishments. It would be important that some standard "non-faddist" foods were also served (such as steaks) so that regular customer's non-dieting friends would be willing to accompany them. The caloric, mineral, vitamin, protein/carbohydrate/fat components, etc of every food serving would be shown. For reducers, a tempting (but un-forbidden) variety of non-fattening dishes would be available, giving them the opportunity of complete appetite satisfaction without fear of weight gain. Foods for the bodybuilders would be extra high protein (by taking advantage of Multi-Purpose-Food) mentioned in our Spring 57 Issue, such dishes could be tasty, loaded with nutrition and yet less expensive than food offered in the usual restaurant. Everyone we talked to felt such an enterprise would enjoy a great success. They felt that the range of customers to be served would be great enough to insure adequate patronage, and that the similarity of their requirements would make for economical operation. No reason why this couldn't be started on a shoestring capital. Properly operated it would soon grow to a sizeable business.



THE NEW "FISH" by Art-Bob 1611 North Avenue 56, Los Angeles 42, Calif. An 8x10 print \$1.50 or 6 different prints \$5. 20 4x5 Art-Bob prints \$5 in set "A", 20 prints in set "B". Buy both sets, get 8 extra prints free.  
 \*A "fish" is jail slang for a new inmate, probably because he has just been "caught". He lives in a tank and is guarded by "jackets" (a term derived from a vicious device still used in some prisons, to screw a man's arm thru a hole).

DO ALL "MUSCLEMEN" HAVE INFERIORITY COMPLEXES? Behind the self-assured swagger of the boy with the bulging muscles and meticulously combed hair, easy going composed voice, does there actually lie an almost frightening insecurity? Yes—to a certain degree, but probably no greater than the insecurity also felt by you and me. Almost all of us are afraid of other people, and are quite concerned over what kind of an impression we are making, despite our oft-repeated protestations to the contrary, of how little we care what other people think. The bodybuilder has chosen an attractive muscle display as his way to stand out from his fellow man and demand his respect, while others may try to prove their superiority by intellectual snobbishness, a very pious or omniscient religious movement, or some other medium. Everyone logically enough thinks of himself as center of the universe and as such recognizes the necessity of being superior to the herd. Most bodybuilders are not content with their vast physical superiority to the average man, but rather are often miserable because somebody else has an extra quarter-inch of muscle on his calves. The boys who reach the tip top, win all the titles, almost always fail to find the personal satisfaction they "knew" would be there. Many of them turn to deep religions and philosophies which deny the importance of the body, to prove to themselves that they excel mentally as well as physically. Perhaps a balanced life which includes a "reasonable" amount of physical exercise (or bodybuilding), some religious and intellectual pursuits will actually bring more ego satisfaction than to "excel" in either direction.

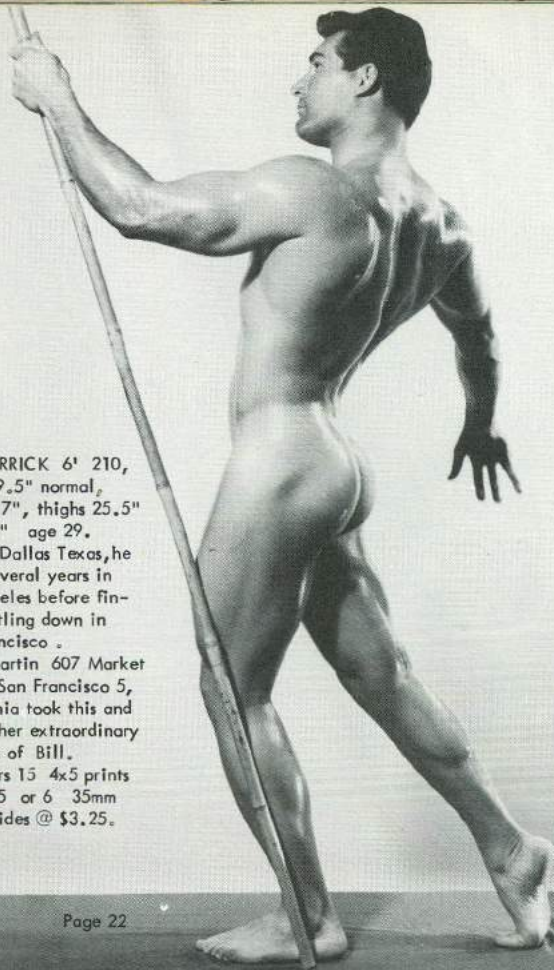
The new inmate of a boy's reformatory is faced with many problems and crises for which the best efforts of sympathetic guards, social workers etc cannot always effectively prepare him. In most areas, such institutions have become rehabilitation centers, but many still exist which serve only to be a school for crimes. It is every citizen's duty to familiarize himself with the facilities offered in his own area.



BOB BETHEA 156# 5'8", biceps 16" chest 44, waist 29.5", Formerly a student at USC in Southern California, Bob has continued his study of opera and concert work in San Francisco, and he plans to make a career in music. In this magnificent photo by Dave Martin he seems to be "Maestro of the Sea" Bob is active in many forms of athletics, has worked as a gym instructor and loves people.



Dave Martin 607 Market St. San Francisco 5, Calif. offers 15 4x5 prints \$3.15 6 35mm color slides \$3.25.



BILL DERRICK 6' 210, Chest 49.5" normal, calves 17", thighs 25.5" neck 18" age 29. Born in Dallas Texas, he lived several years in Los Angeles before finally settling down in San Francisco. Dave Martin 607 Market Street San Francisco 5, California took this and some other extraordinary pictures of Bill. He offers 15 4x5 prints at \$3.15 or 6 35mm color slides @ \$3.25.

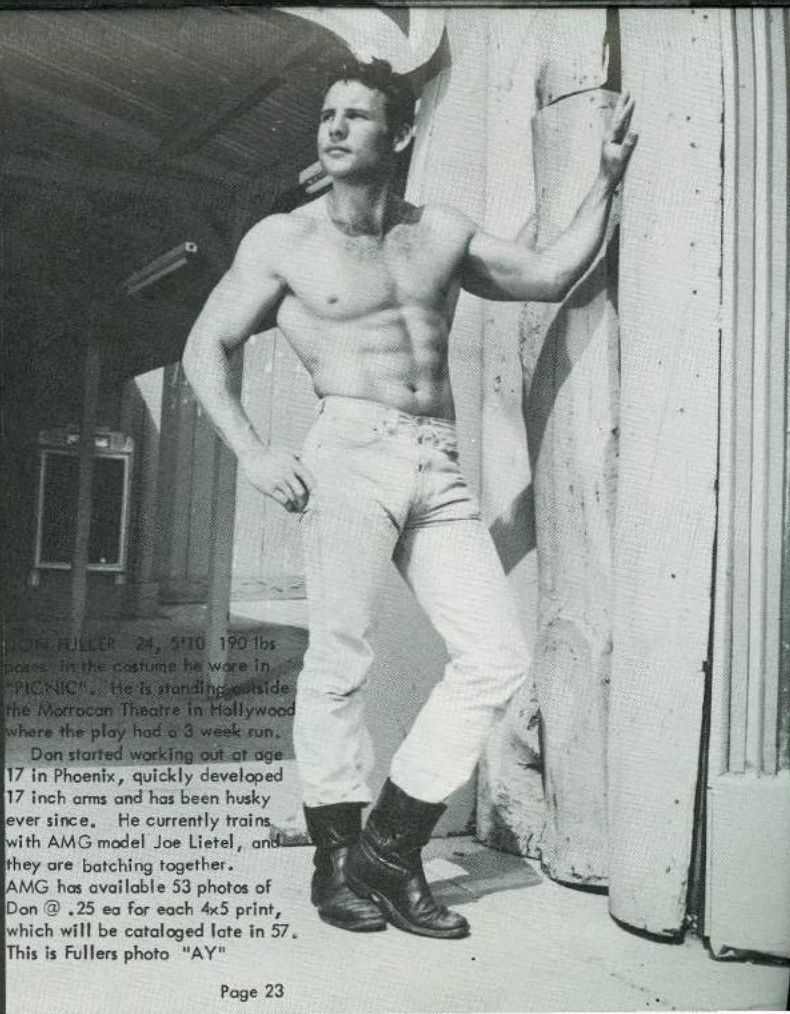
By special permission we reproduce here the painting on the cover jacket of the popular new historical novel "THE STREET OF THE SUN" written by Lance Horner of Boston, who is himself a weightlifter and interested in all phases of physical culture.

Street of the Sun tells the story of handsome Miguel de Santiago, aristocratic young buck of 18th century Havana Cuba, whose life is shattered when a jealous cousin falsifies evidence that Miguel is actually the son of a slave and not of an aristocratic family.

According to the custom, Miguel is put on the slave block which is the scene we see depicted here, as noted on the poster "The sale of the most famous slave in the world". After lively bidding, he is sold for sixteen thousand pesos to Josefina who operates a house of pleasure.

The story is interesting, exciting and spell binding. If your local bookstore doesn't have any copies left you can obtain it at \$3.50 from Winston Book Service 230 Fulton Avenue Hempstead, New York. We understand that a major Hollywood studio plans to film Street in the Sun soon.

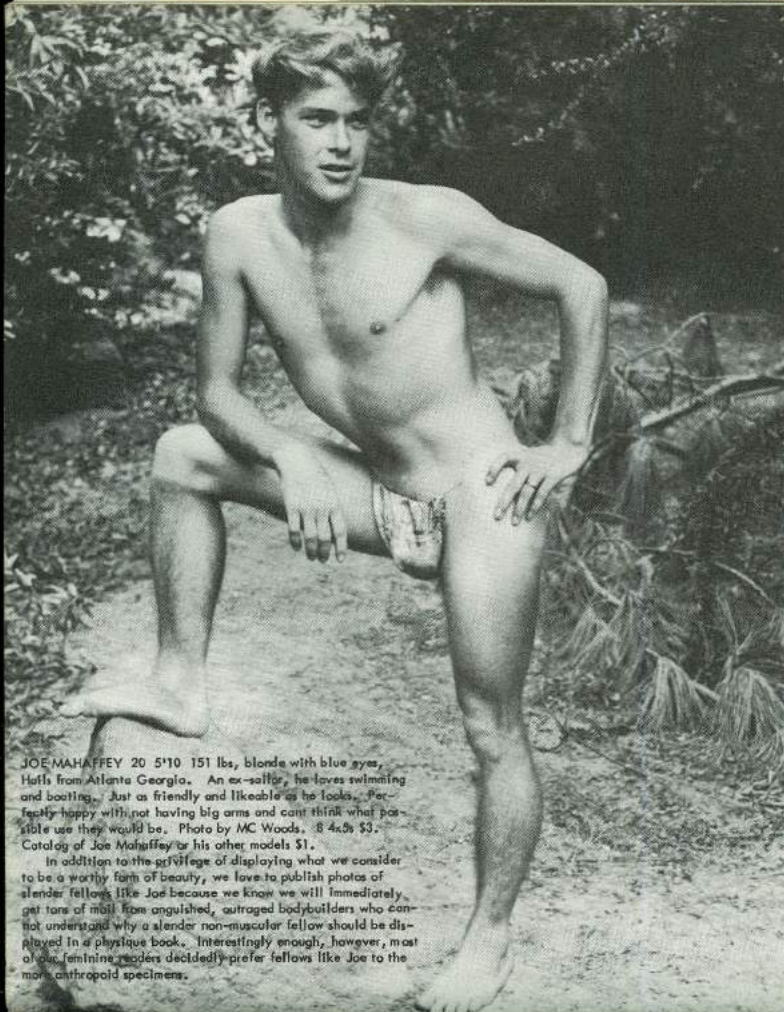
The artist of this painting, Santiago, offers other beautiful paintings through the Wm Mac Lane Studios box 9012 Qn Anne St Seattle 9, Wn. Mr. Horner has just completed another novel about Cuba which is to be released under the title "He Who Comes in the Sun".



DON FULLER 24, 5'10 190 lbs. poses in the costume he wore in "PICNIC". He is standing outside the Moroccan Theatre in Hollywood where the play had a 3 week run.

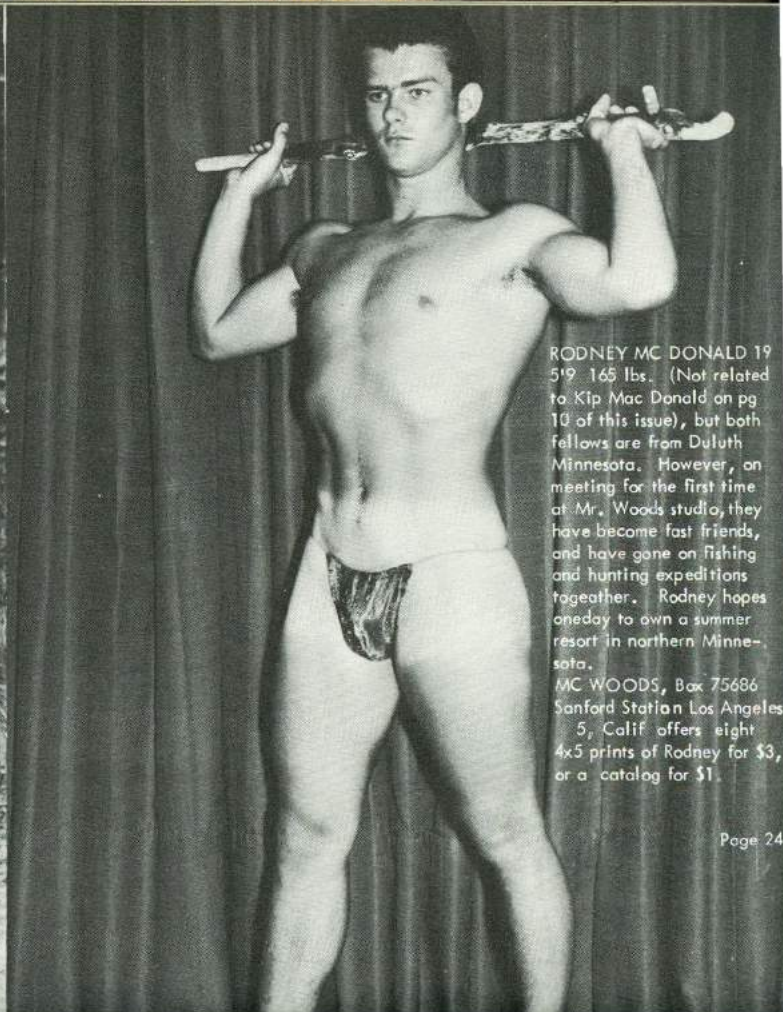
Don started working out at age 17 in Phoenix, quickly developed 17 inch arms and has been husky ever since. He currently trains with AMG model Joe Lietel, and they are batching together. AMG has available 53 photos of Don @ .25 ea for each 4x5 print, which will be cataloged late in 57. This is Fullers photo "AY"





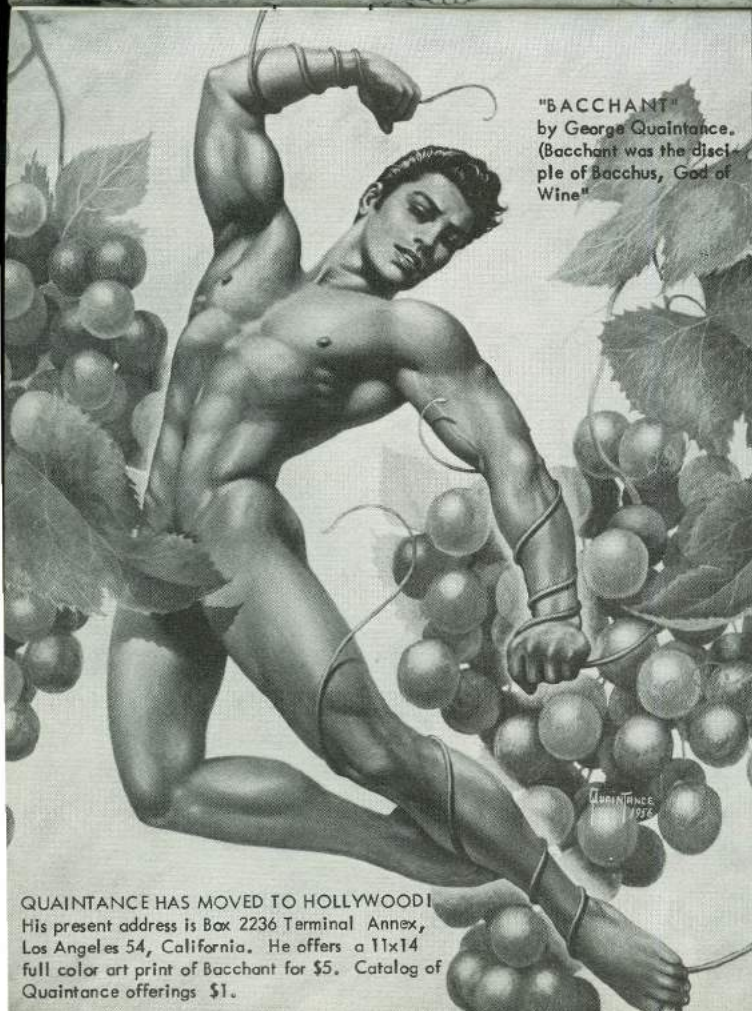
**JOE MAHAFFEY** 20 5'10 151 lbs, blonde with blue eyes. Hails from Atlanta Georgia. An ex-sailor, he loves swimming and boating. Just as friendly and likeable as he looks. Perfectly happy with not having big arms and cant think what possible use they would be. Photo by MC Woods. 8 4x5 \$3. Catalog of Joe Mahaffey or his other models \$1.

In addition to the privilege of displaying what we consider to be a worthy form of beauty, we love to publish photos of slender fellows like Joe because we know we will immediately get tons of mail from anguished, outraged bodybuilders who cannot understand why a slender non-muscular fellow should be displayed in a physique book. Interestingly enough, however, most of our feminine readers decidedly prefer fellows like Joe to the more anthropoid specimens.



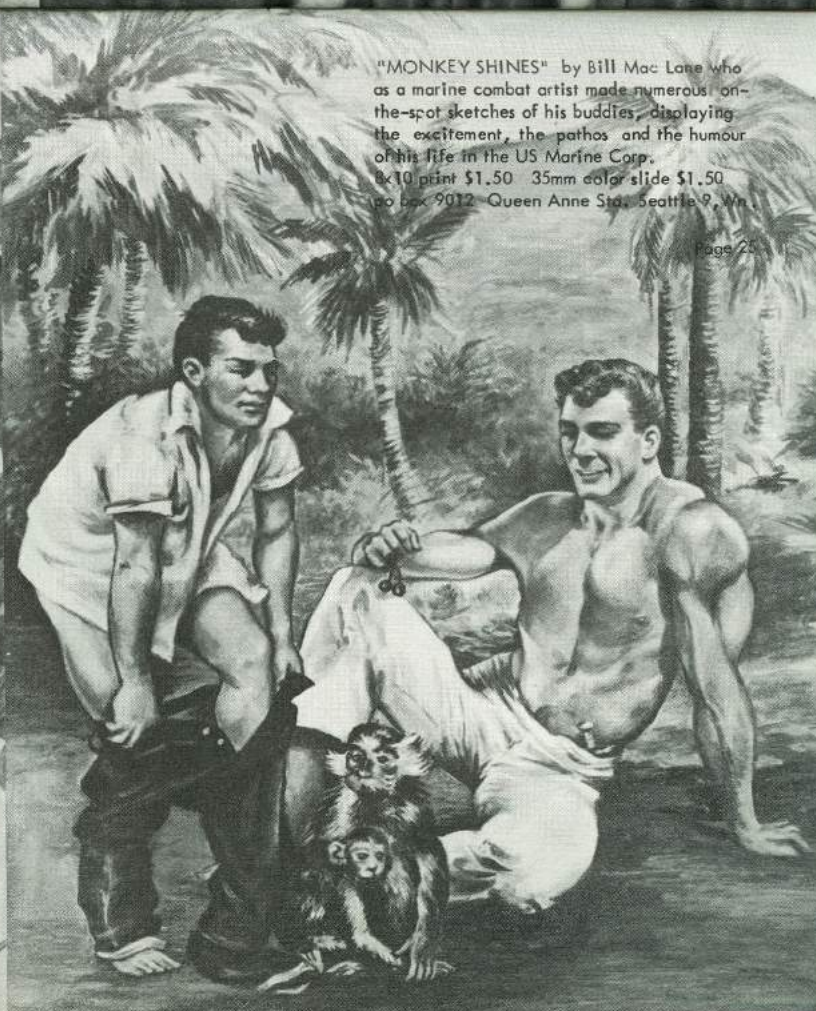
**RODNEY MC DONALD** 19 5'9 165 lbs. (Not related to Kip Mac Donald on pg 10 of this issue), but both fellows are from Duluth Minnesota. However, on meeting for the first time at Mr. Woods studio, they have become fast friends, and have gone on fishing and hunting expeditions together. Rodney hopes one day to own a summer resort in northern Minnesota.

MC WOODS, Box 75686 Sanford Station Los Angeles 5, Calif offers eight 4x5 prints of Rodney for \$3, or a catalog for \$1.



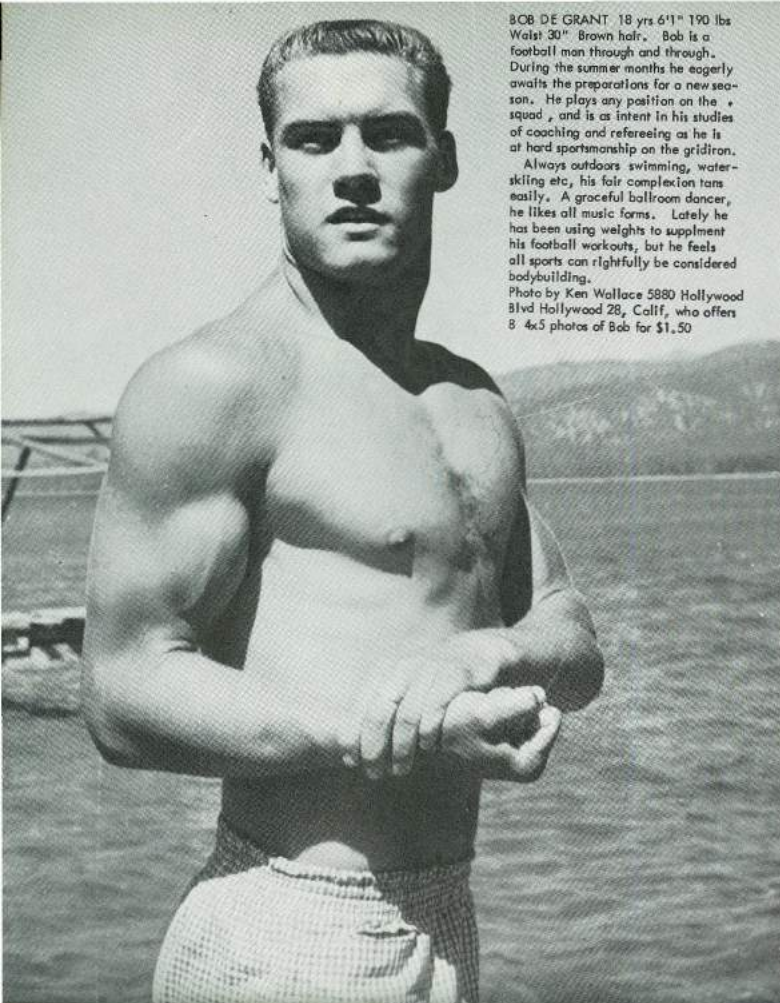
**"BACCHANT"** by George Quaintance. (Bacchant was the disciple of Bacchus, God of Wine)

QUAINTANCE HAS MOVED TO HOLLYWOOD! His present address is Box 2236 Terminal Annex, Los Angeles 54, California. He offers a 11x14 full color art print of Bacchant for \$5. Catalog of Quaintance offerings \$1.

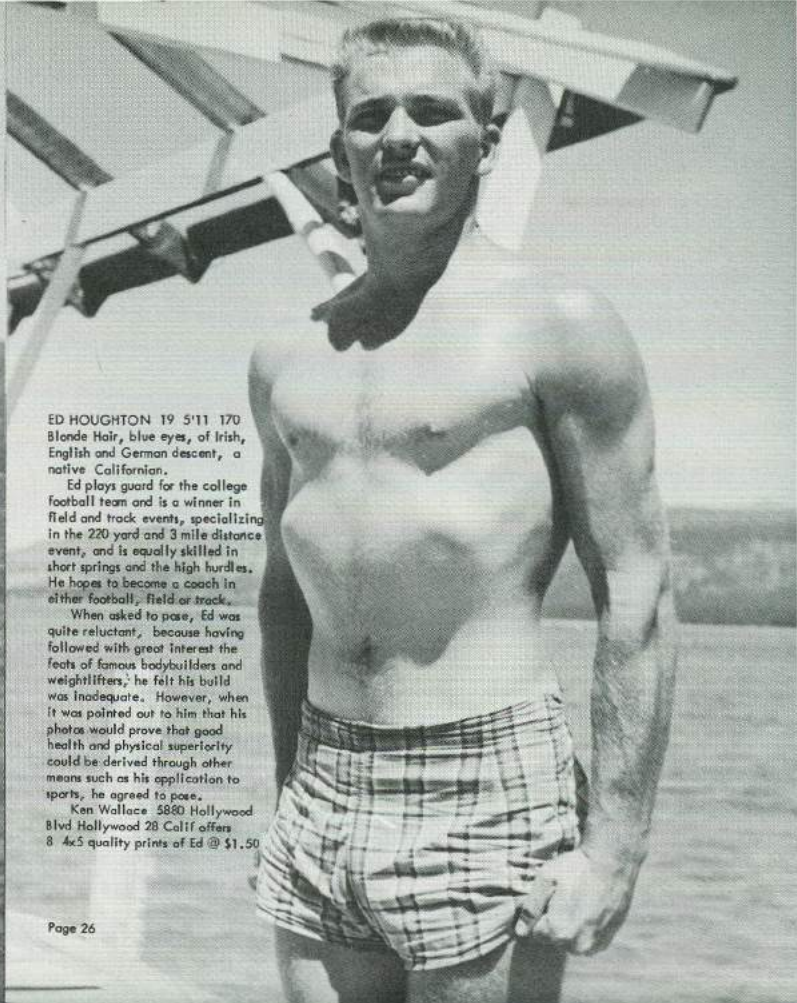


**"MONKEY SHINES"** by Bill Mac Lane who as a marine combat artist made numerous on-the-spot sketches of his buddies, displaying the excitement, the pathos and the humour of his life in the US Marine Corp. 8x10 print \$1.50 35mm color slide \$1.50 no box 9012 Queen Anne St. Seattle 9, Wa

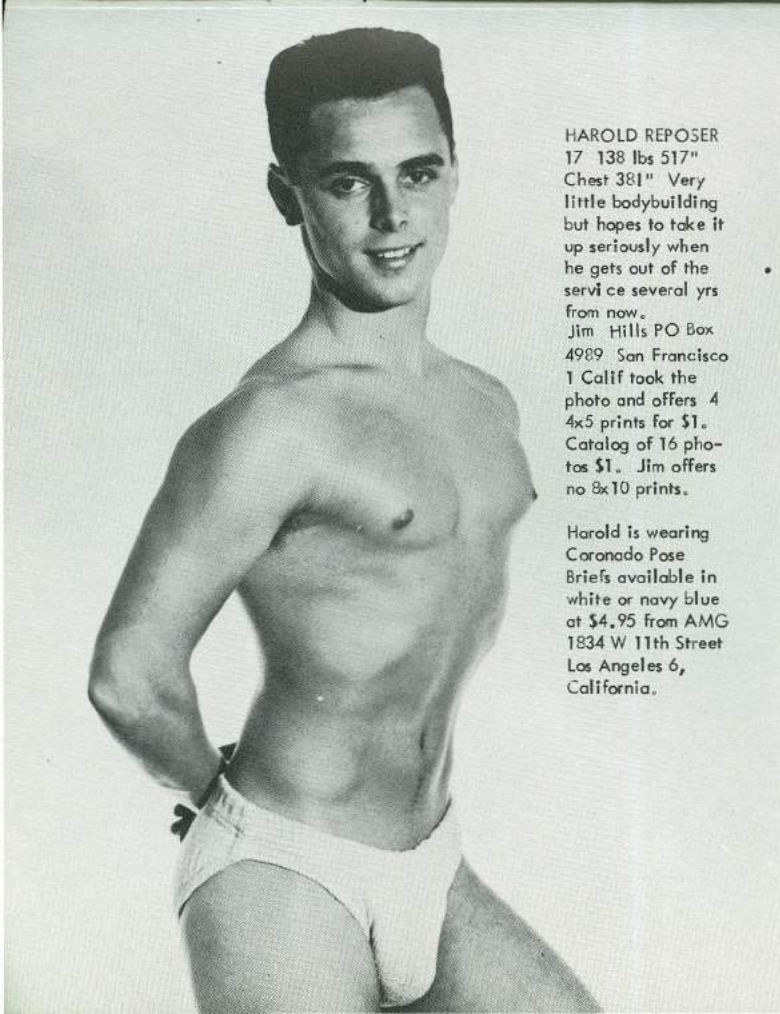




**BOB DE GRANT** 18 yrs 6'11" 190 lbs  
Walt 30". Brown hair. Bob is a  
football man through and through.  
During the summer months he eagerly  
awaits the preparations for a new sea-  
son. He plays any position on the  
squad, and is as intent in his studies  
of coaching and refereeing as he is  
at hard sportsmanship on the gridiron.  
Always outdoors swimming, water-  
skiing etc, his fair complexion tans  
easily. A graceful ballroom dancer,  
he likes all music forms. Lately he  
has been using weights to supplement  
his football workouts, but he feels  
all sports can rightfully be considered  
bodybuilding.  
Photo by Ken Wallace 5880 Hollywood  
Blvd Hollywood 28, Calif, who offers  
8 4x5 photos of Bob for \$1.50



**ED HOUGHTON** 19 5'11 170  
Blonde Hair, blue eyes, of Irish,  
English and German descent, a  
native Californian.  
Ed plays guard for the college  
football team and is a winner in  
field and track events, specializing  
in the 220 yard and 3 mile distance  
event, and is equally skilled in  
short sprints and the high hurdles.  
He hopes to become a coach in  
either football, field or track.  
When asked to pose, Ed was  
quite reluctant, because having  
followed with great interest the  
feats of famous bodybuilders and  
weightlifters, he felt his build  
was inadequate. However, when  
it was pointed out to him that his  
photos would prove that good  
health and physical superiority  
could be derived through other  
means such as his application to  
sports, he agreed to pose.  
Ken Wallace 5880 Hollywood  
Blvd Hollywood 28 Calif offers  
8 4x5 quality prints of Ed @ \$1.50



**HAROLD REPOSER**  
17 138 lbs 5'11"  
Chest 38 1/2" Very  
little bodybuilding  
but hopes to take it  
up seriously when  
he gets out of the  
service several yrs  
from now.  
Jim Hills PO Box  
4989 San Francisco  
1 Calif took the  
photo and offers 4  
4x5 prints for \$1.  
Catalog of 16 pho-  
tos \$1. Jim offers  
no 8x10 prints.

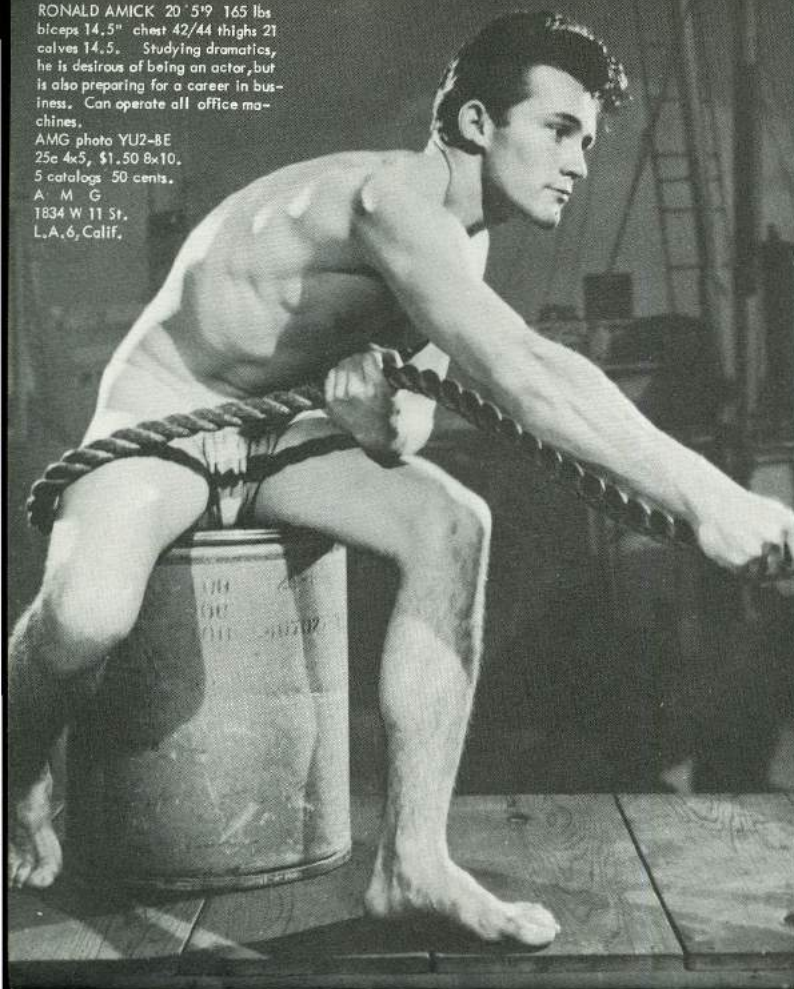
Harold is wearing  
Coronado Pose  
Briefs available in  
white or navy blue  
at \$4.95 from AMG  
1834 W 11th Street  
Los Angeles 6,  
California.



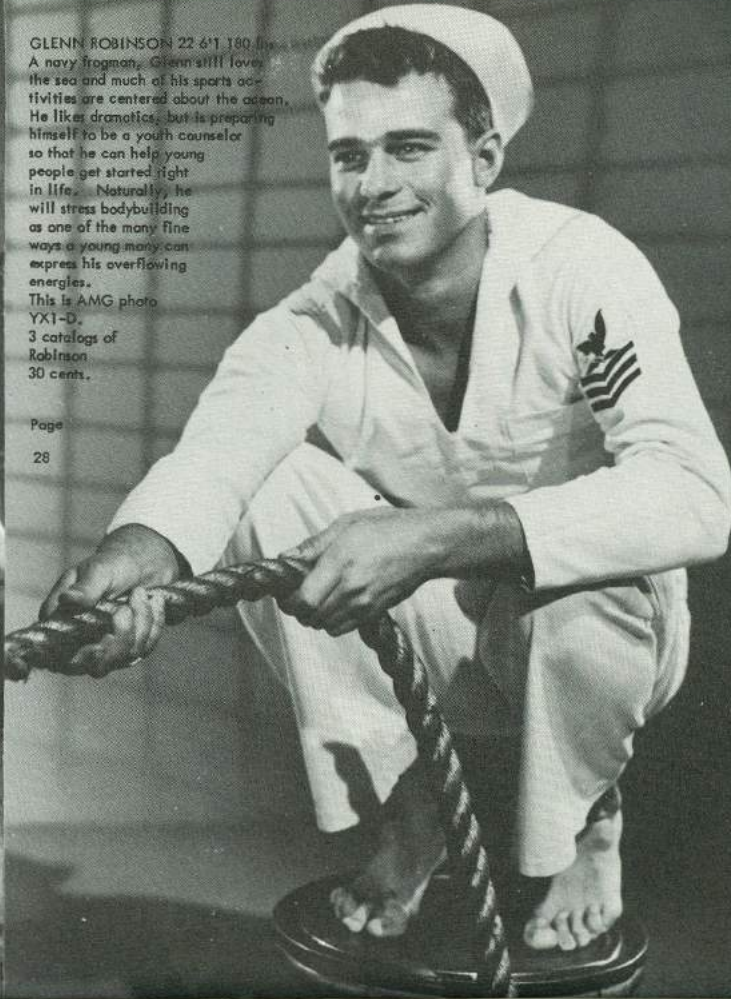
**HENRY STENECKI**, handsome  
Polish model, who can gain  
definition readily but finds it  
difficult to get bulky. Photo  
by Spectrum Films, po box 35  
Sta 3 Cincinnati 19 OHIO.  
Spectrum offers 2 sets of 10  
35mm color slides each of  
Henry at \$4.50 per set or both  
sets \$9.50. They also offer  
two movie sequences (\$11.75  
for 150 ft B&W 16mm.)  
Send them \$1 for samples  
and catalog.



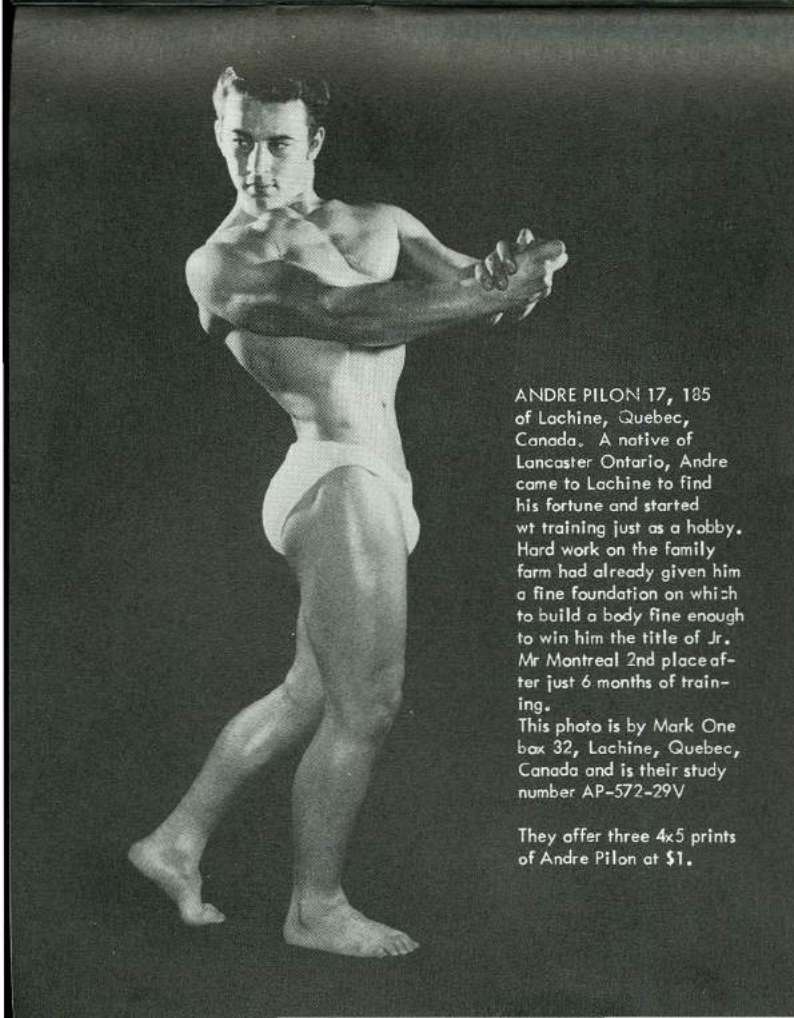
RONALD AMICK 20' 5" 165 lbs  
 biceps 14.5" chest 42/44 thighs 21  
 calves 14.5. Studying dramatics,  
 he is desirous of being an actor, but  
 is also preparing for a career in bus-  
 iness. Can operate all office ma-  
 chines.  
 AMG photo YU2-8E  
 25c 4x5, \$1.50 8x10.  
 5 catalogs 50 cents.  
 A M G  
 1834 W 11 St.  
 L.A. 6, Calif.



GLENN ROBINSON 22 6'1 180 lbs  
 A navy frogman, Glenn still loves  
 the sea and much of his sports ac-  
 tivities are centered about the ocean.  
 He likes dramatics, but is preparing  
 himself to be a youth counselor  
 so that he can help young  
 people get started right  
 in life. Naturally, he  
 will stress bodybuilding  
 as one of the many fine  
 ways a young man can  
 express his overflowing  
 energies.  
 This is AMG photo  
 YX1-D.  
 3 catalogs of  
 Robinson  
 30 cents.



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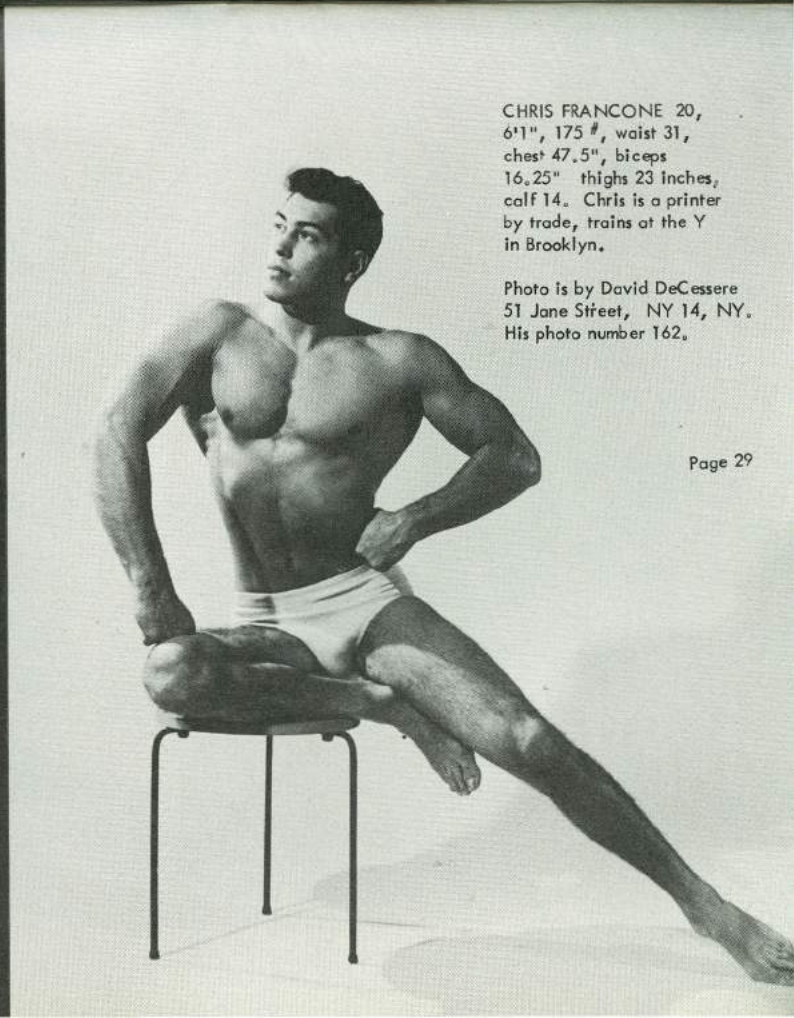


ANDRE PILON 17, 185  
 of Lachine, Quebec,  
 Canada. A native of  
 Lancaster Ontario, Andre  
 came to Lachine to find  
 his fortune and started  
 wt training just as a hobby.  
 Hard work on the family  
 farm had already given him  
 a fine foundation on which  
 to build a body fine enough  
 to win him the title of Jr.  
 Mr Montreal 2nd place af-  
 ter just 6 months of train-  
 ing.  
 This photo is by Mark One  
 box 32, Lachine, Quebec,  
 Canada and is their study  
 number AP-572-29V

They offer three 4x5 prints  
 of Andre Pilon at \$1.

CHRIS FRANCONI 20,  
 6'1", 175 #, waist 31,  
 chest 47.5", biceps  
 16.25" thighs 23 inches,  
 calf 14. Chris is a printer  
 by trade, trains at the Y  
 in Brooklyn.

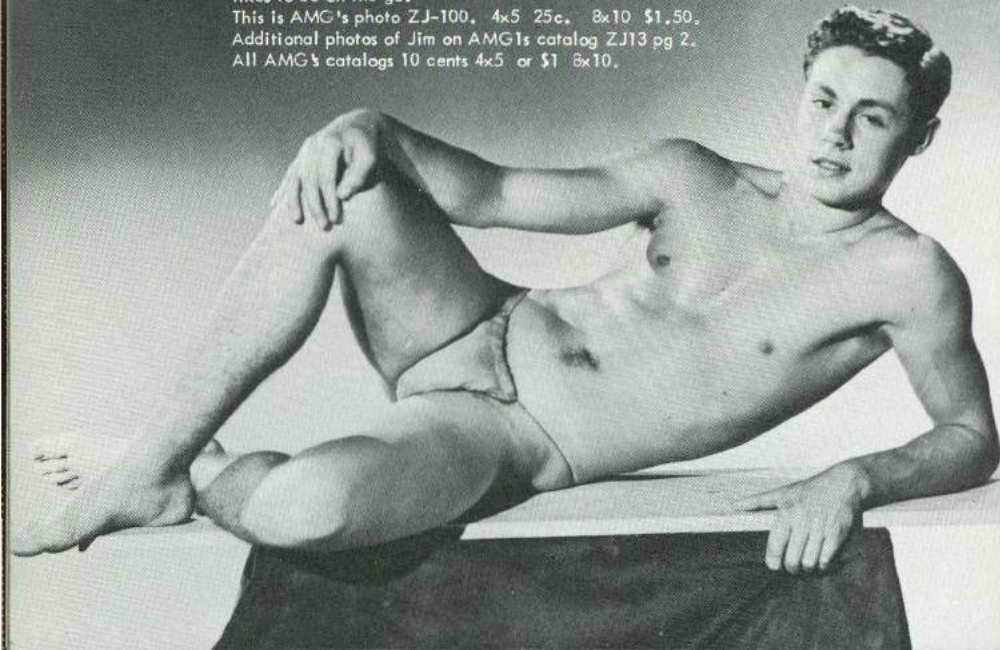
Photo is by David DeCessere  
 51 Jane Street, NY 14, NY.  
 His photo number 162.



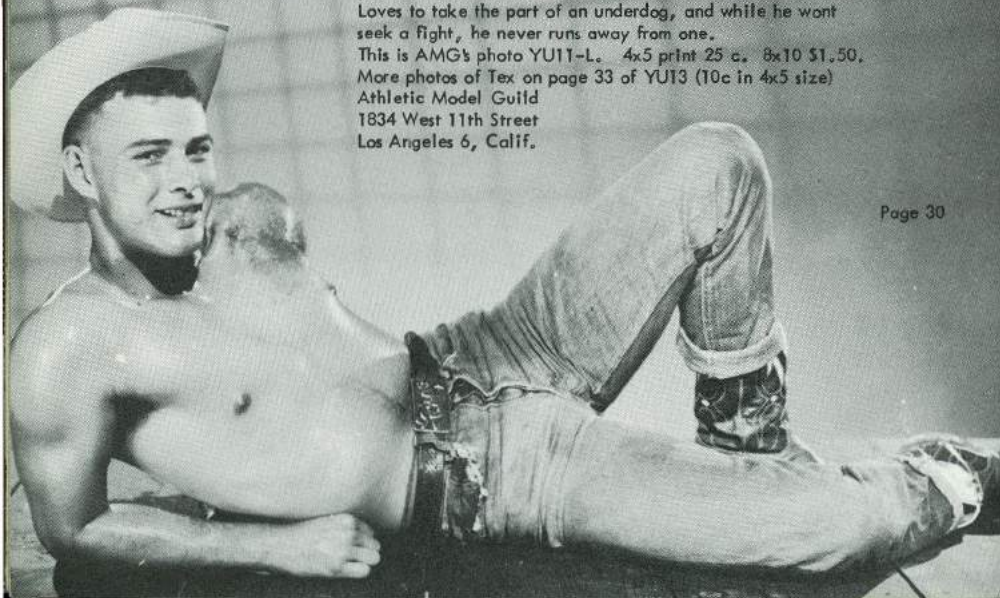
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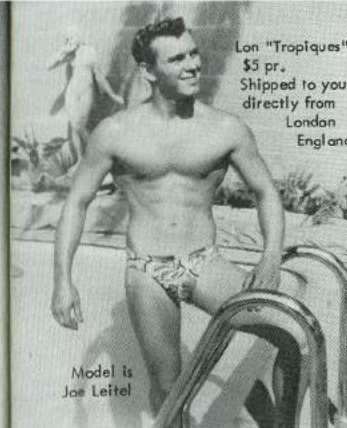
**JIM GRANT 13**, Back by demand. Jim is interested in dramatics, and while active in swimming, hiking etc., does no formal bodybuilding. He is good humoured, likes to be on the go.  
This is AMG's photo ZJ-100. 4x5 25c. 8x10 \$1.50. Additional photos of Jim on AMG's catalog ZJ13 pg 2. All AMG's catalogs 10 cents 4x5 or \$1 8x10.



**TEX FRAYSHER 22** 6' 175 lbs. The shot of Tex in our Fall 1956 issue has brought demands for an encore. Tex got his healthy robust build from bronc busting and working in rodeos, just can't see much sense in weightlifting or formal exercise. Loves to take the part of an underdog, and while he won't seek a fight, he never runs away from one.  
This is AMG's photo YU11-L. 4x5 print 25 c. 8x10 \$1.50. More photos of Tex on page 33 of YU13 (10c in 4x5 size)  
Athletic Model Guild  
1834 West 11th Street  
Los Angeles 6, Calif.

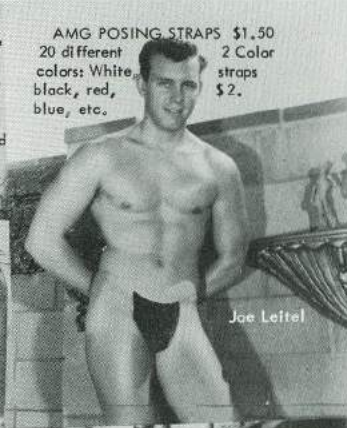


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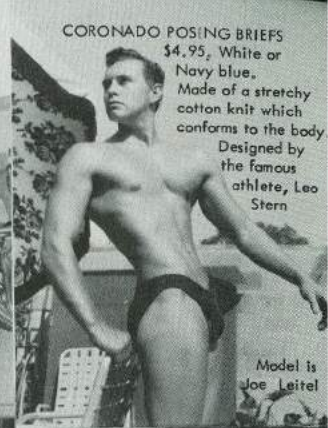
**Lon "Tropiques"**  
\$5 pr.  
Shipped to you directly from London England

Model is Joe Leitel



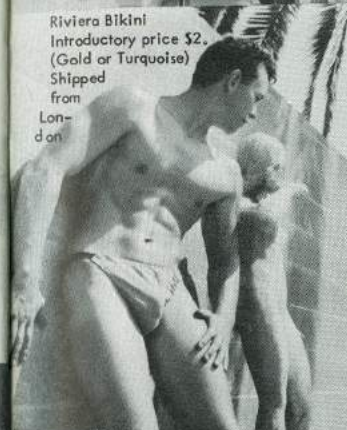
**AMG POSING STRAPS** \$1.50  
20 different colors: White, black, red, blue, etc.  
2 Color straps \$2.

Joe Leitel

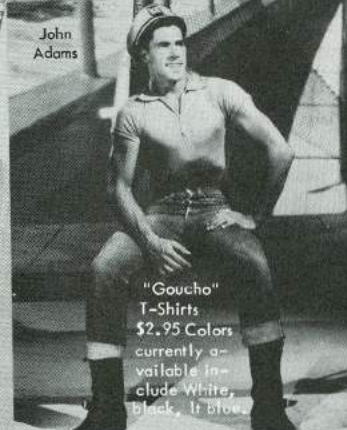


**CORONADO POSING BRIEFS** \$4.95. White or Navy blue. Made of a stretchy cotton knit which conforms to the body  
Designed by the famous athlete, Leo Stern

Model is Joe Leitel



**Riviera Bikini**  
Introductory price \$2. (Gold or Turquoise)  
Shipped from London



John Adams

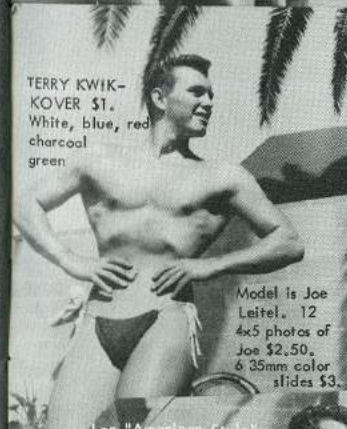
**"Goucho"**  
T-Shirts \$2.95  
Colors currently available include White, black, lt blue



**Form-fitting T-Shirts**  
\$1.50 each.  
Colors include white, black, red, maroon, pink, yellow, chartreuse, lt blue, grey

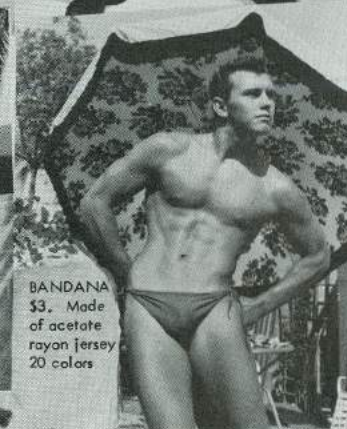
**Other colors:**  
navy blue, dark green, aqua green, beige, purple, dk brn, coral, orange, tangerine

Modelled by Dave Wiler. Stereo Color set \$3.50. 15 cats \$1.50

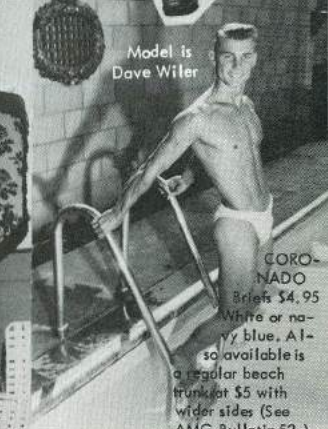


**TERRY KWIK-KOVER** \$1.  
White, blue, red, charcoal green

Model is Joe Leitel. 12 4x5 photos of Joe \$2.50, 6 35mm color slides \$3.



**BANDANA** \$3. Made of acetate rayon jersey 20 colors



Model is Dave Wiler

**CORONADO Briefs** \$4.95 White or navy blue. Also available is a regular beach trunk at \$5 with wider sides (See AMG Bulletin 52.)



**Lon "American Style"** trunks \$4.50. Black, white, dk blue. lt blue, gold & green pin-stripe.

Shipped direct to you from London England

Model is Joe Leitel.

## FASHIONS FOR ATHLETES

What you wear does make a difference—particularly when you aren't wearing much. A fine physique can be ruined by improper garments, while just an ordinary body may seem unusual when garments are worn with strong, masculine lines. These garments were all designed by physique photographers. **POSING STRAP, BANDANA, and SKIVVIES** colors are: Aqua, beige, black, chartreuse, dark blue, grey, Kelly green, lilac, peacock blue, light blue, maroon, Chinese red, pink, rose, purple, seafoam green, tangerine, terracotta, turquoise, white, yellow. (Special \$2.50 strap in black and gold) **PROMPT DELIVERY**—We ship in one week or notify you. Garments from London will require approximately 3 weeks to 30 days for overseas trip. Order from

ATHLETIC MODEL GUILD 1834 W 11th St., Los Angeles 6, Calif.