

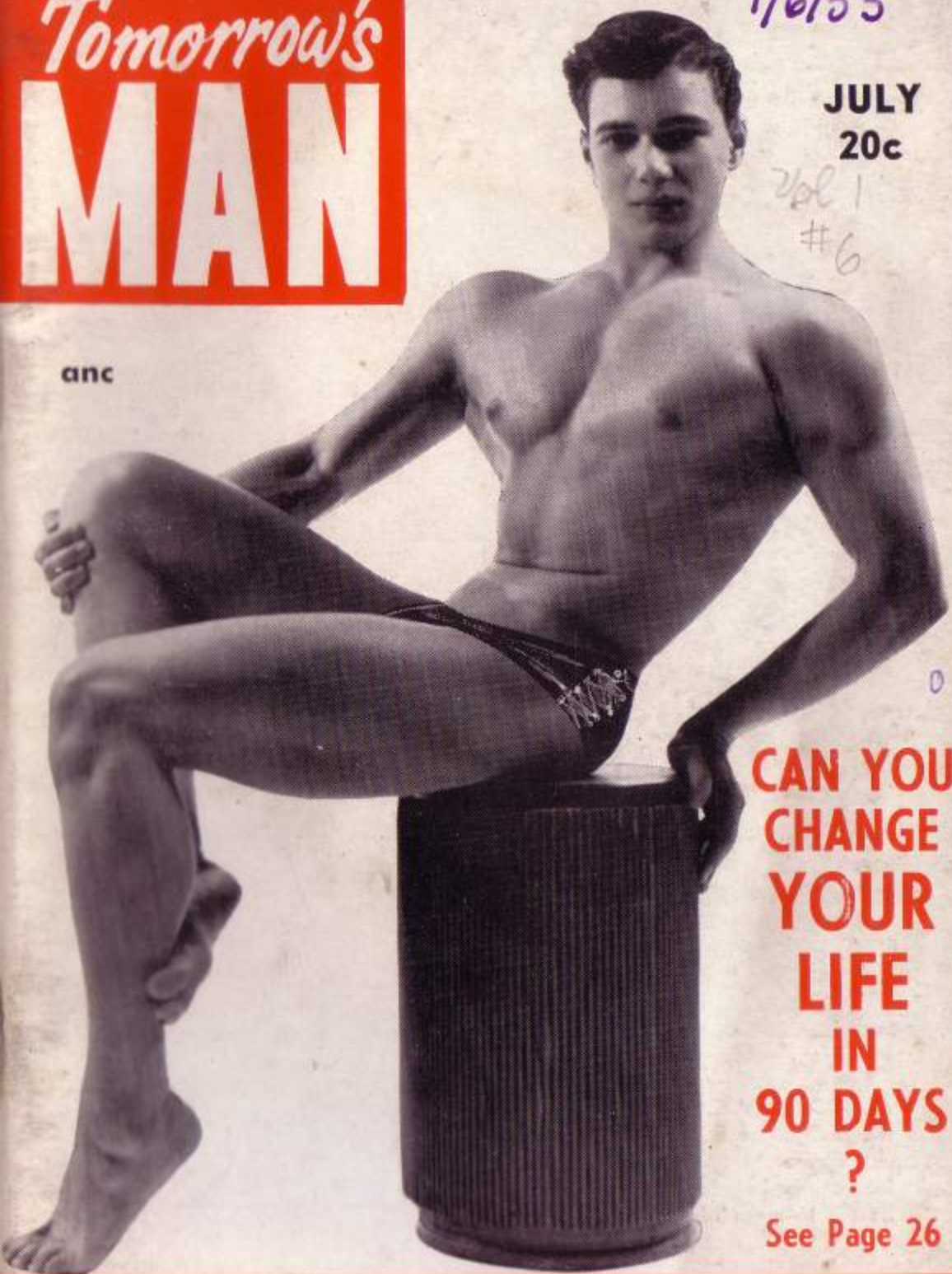
# Tomorrow's MAN

1/6/53

JULY  
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Vol 1  
#6

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**CAN YOU  
CHANGE  
YOUR  
LIFE  
IN  
90 DAYS  
?**

See Page 26

**SUCCESSFUL BODYBUILDING**



A MODERN ATLAS, the President bears the weight of a troubled world on his shoulders. In this month of patriotism, let us join in wishing him strength and health to meet his great challenge.

## Guarding Our **PERSONAL LIBERTIES**



The other day, a newsman ended his radio comments with an amusing anecdote about a boy who had been barred from high school because he had cropped his hair in the style of the wrestler, Chief Don Eagle. The lad was re-admitted to classes only after he had shaved his head bald.

I say the story was amusing, but after I thought about it a few seconds, it didn't seem so funny. Surely there was no infringement on the liberties of others by his rather unusual appearance, and while I'm not advocating that everyone crop their scalp into an injun-type hair-do, I think it was the boy's own business what his hair looked like.

Except for the dictates of modesty, I can't see why everyone has to look like everybody else . . . or be tossed out of school and society as punishment. We're inclined to think the school principal's action was an infringement on the guy's personal liberties.

A haircut seems a trivial thing, but in a time like this, when liberty is being cut off all over the world, it is important, I think, to defend even our smallest freedoms . . . even the freedom of getting "clipped" as we desire.

Freedom is a precious thing . . . and even the smallest gem is likely to be stolen if we do not guard it.

**TOMORROW'S MAN** is dedicated to Physical Strength, Mental Health, and Spiritual Progress

**THE BODY BEAUTIFUL**, happiness, prosperity, and success are all based on good health. When health is yours, you can enjoy all the good things of life. Yet so many of us are in poor health and wonder why. Actually, there's no mystery . . . for health, like any other good friend, disappears when you abuse it. After all, life returns what we put into it . . . with interest.

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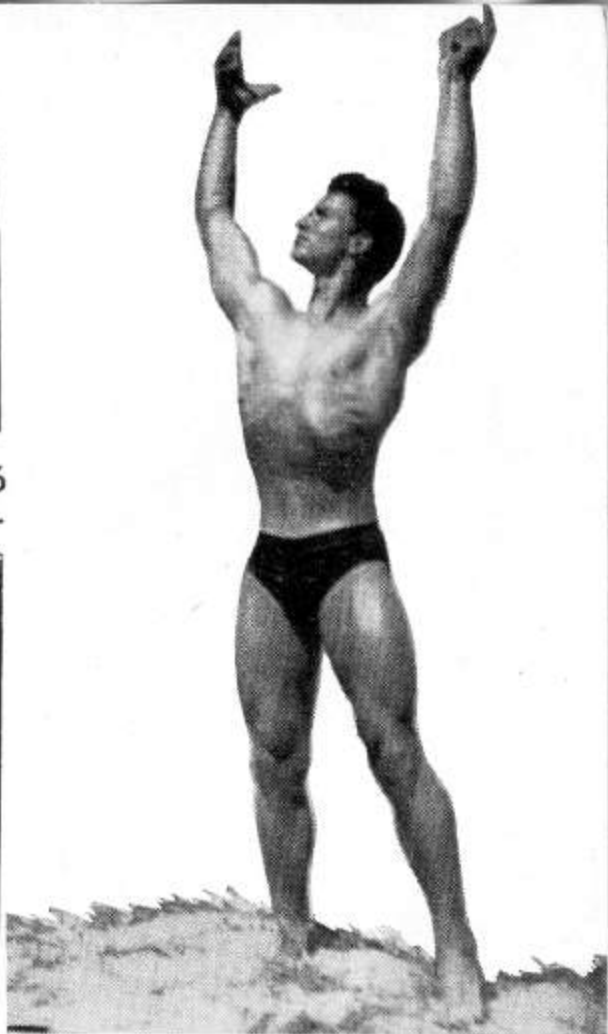
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# Tomorrow's MAN

Vol. 1 JULY 1953 No. 6

THIS MONTH'S COVER MAN is Jack Nelson, a youth who has built a superb, streamlined physique despite the fact that he is only 16.

He took fourth place in the recent "Mr. High School" contest. A student at a school in Chicago's suburbs, Jack is a regular trainee at the Johnson Health Studios. Careful diet, food supplements, and exercise have given him the "vim and vigor" necessary to carve a successful career. He plans to enter college and law school when high school days are over.



#### PICTURE CREDITS

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**"When I visited your studio four months ago, I weighed 138 pounds, but after using your Vitamin-Mineral Supplement for four months, I now weigh 169 and am still gaining.**

**"I am using your body-building system, and the boys at the plant where I work are really amazed at my gains in weight and build.**

**"I owe it all to you, because you gave me hope when . . . (name of another physical culturist) said I was too far gone."**

**Joseph Faraci  
Macedonia, Ohio**

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**HOW'S THIS FOR STREAMLINING?** Here's a shot of DICK LEE, 18, whose trim physique is as modern as tomorrow. He's 5'6" and weighs 140 pounds. Dick follows a good weight training program and makes proper use of food and food supplements. Photo is by Dick's employer, Eastern Model Associates, 750 Washington Ave., Brooklyn, N. Y.

"Your April issue was purchased as more or less of a curiosity . . . but after reading it, I am looking forward to each month's issue."

**WOJG James V. Hicks  
Wright-Patterson A.F.B.  
Ohio**

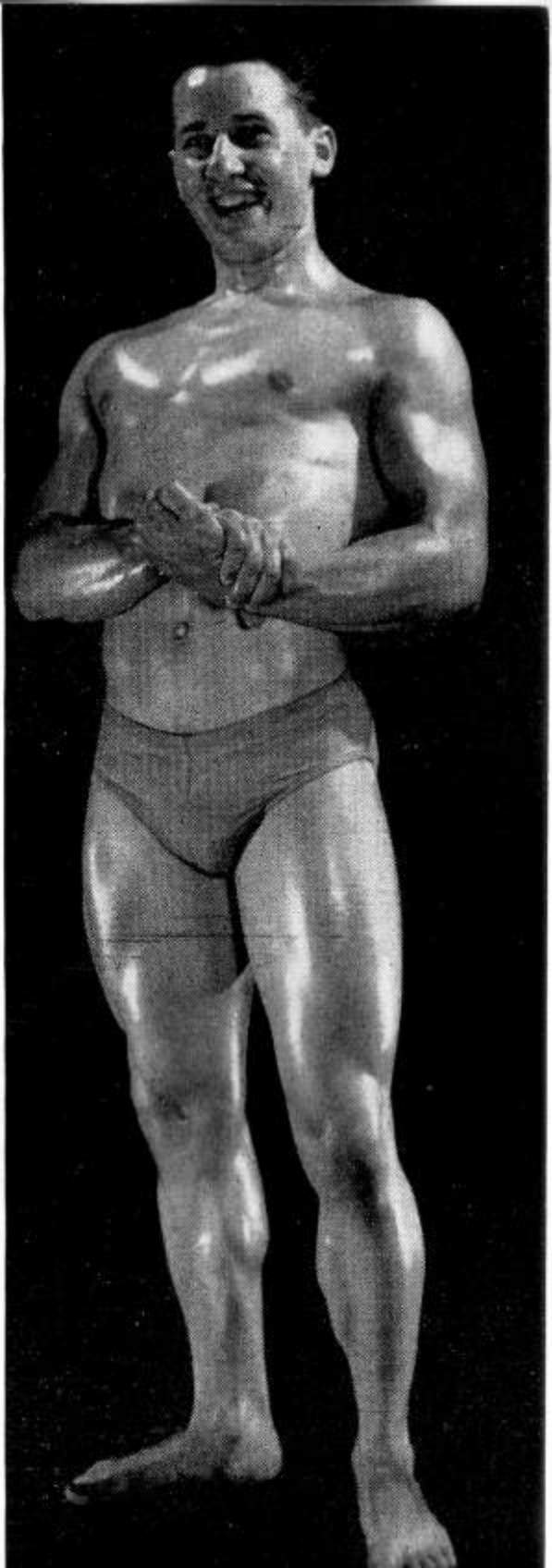
" . . . my brother has been working out two years and reached his 'sticking point.' after 16 months. He just couldn't make any gains.

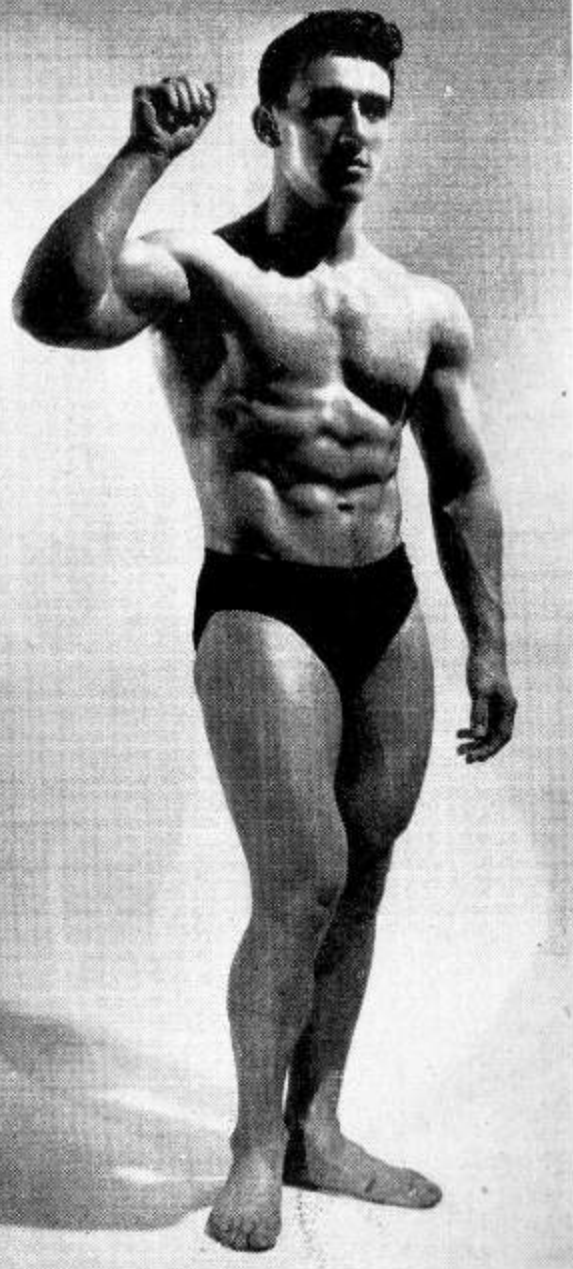
*"He sent for some of your Hi-Protein Food. I give you his measurements before and after he used your supplement. Age 16; weight, 165; chest, 41" normal; arm 15"; waist 30"; calves 15".*

*After three months. Wt., 180; chest, 46" normal; arm, 16 $\frac{1}{4}$ "; waist, 30"; calves, 16".*

Nobles  
% F.P.O.  
San Francisco, Cal.

**THE MAN WITH THE SMILE** has a reason for feeling good. On Page 26, you'll see him before he started the amazing Irvin Johnson Bodybuilding Program. TM is proud to print his story, for it is the story of countless men who have achieved success where other systems failed. Don't miss this feature!





STEVE MASSIOS was once a disbeliever in the Johnson system, but he saw the famous "Before and After" cases, became a "convert," and enjoyed uncanny strength gains. Good health enabled him to make a successful tour of Navy duty.

BULL SESSION SEX STORIES  
ARE OFTEN PURE FICTION

## THE SEX BRAGGART

By Scott Seton, Ph.D.

"SEX," once whispered about in polite company, has now become a topic of sophisticated discussion. Of course, the finest thing that ever happened to sex was to bring it out into the open, but the change in the concept of sex does have its unfortunate side.

*The misfortune is that when sex lost some of its mystery, it also lost some of its stature among certain individuals.*

Illicit sexual escapades and the like have become things to be openly "bragged" about in some circles. You can hear some pretty hair-raising tales being swapped by college boys during a "post-Saturday-night date gab session."

I must confess that even I was a little taken aback the other morning when I was riding on a bus and overheard the rather loud conversation of a couple of high school boys talking over their "conquests." Each boy, it seemed,





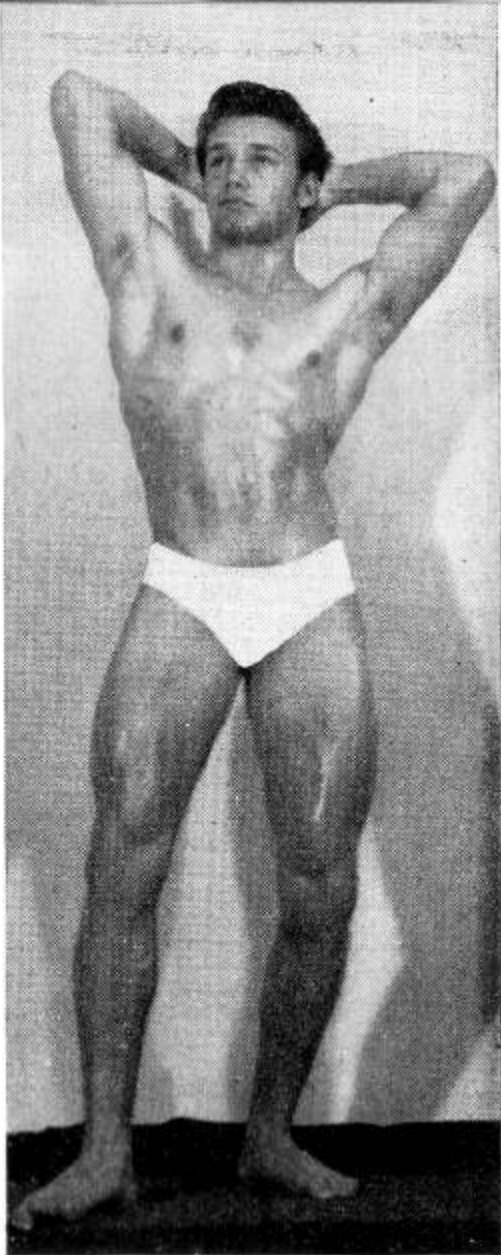
had had a slightly more torrid experience than the other, and wanted to tell the world about it . . . or at least, a bus full of passengers.

**A minority of servicemen have given the armed forces something of a wild reputation, too, and "barracks room ballads" often deal with sexual conquests . . . some real . . . most imagined.**

The young fellow who is away from home . . . in school or in the service . . . has a tough battle to fight. If he is intelligent enough to remember that he is a human being when he gets away from home's influences, he is often labeled a "prude" or a "square" by the sex-braggarts. It takes a brave man to withstand the gaff of the so-called "he-men," for any weakling can escape the taunts by tossing away his morals and "becoming one of the boys."

You hear all kinds of ex-

Continued on Page 49



WAYNE BURGESS is a member of the Southwest Barbell Club (see page 42) and works out regularly when he's not busy with (1) college or (2) the merchant marine. He is 155 lbs. at 5'9". The photo is by Al McDuffie of Sacramento.



"Call Me Mister" was a phrase echoed by *three* winners in a triple-threat physique show held recently in Chicago. New title holders are Homer Chelemengoes, "*Mr. Chicago*," Gene Bohaty, "*Mr. Illinois*," and Paul Waldman, "*Mr. High School*." John Marco won second place in "*Mr. Chicago*" and "*Mr. Illinois*" competitions, and Ed Zale took third place in both divisions.

*Chelemengoes and Bohaty received trophies from TM for their victories.*

Special guests Alan Stephans and Jim Park gave posing

routines, and later appeared in a curling duel on TV. (They tied at 185 pounds.)

Weightlifting highlights included a startling strength display by Ronald Selvaggio, who totalled 815 pounds in the three Olympic lifts . . . one of the best totals in America.

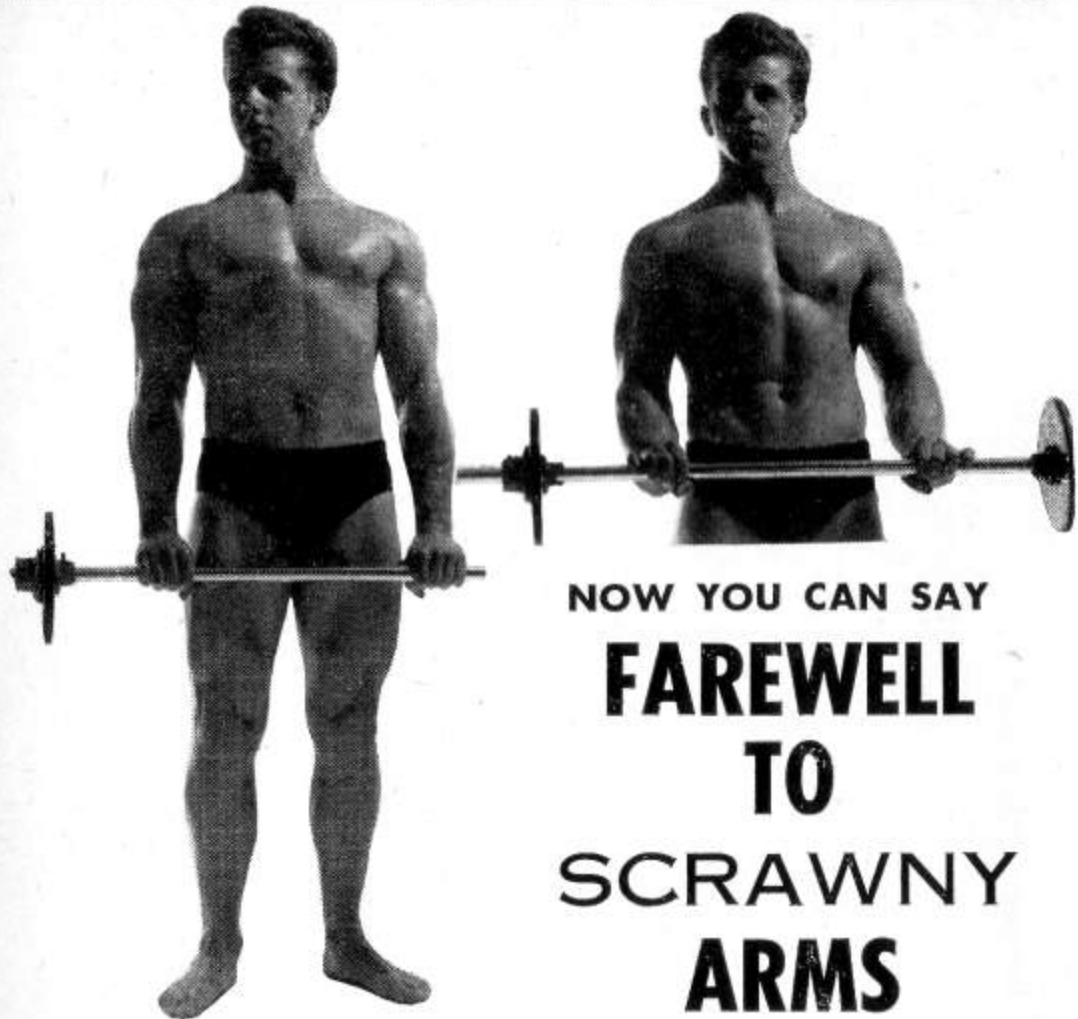
*Selvaggio is a product of the Johnson program, and at 17, is one of the nation's strongest men.*

Howard Kornacki, a 20-year-old medical student, astounded the crowd with a 315 C&J . . . in his first year of competitive lifting.

# Three "Misters" Named at Big Chicago Show

EVERYBODY'S HAPPY over the selection of "Mr. High School" as witnessed by the wide grins in this shot at the winner's platform. Coronation Queen, Mrs. Alan Stephans, receives a trophy from Jim Park, and in turn presents it to the winners who are (left to right): Glen Bishop, second; Paul Waldman, of Brooklyn, who copped the "Mr. H.S." title, and Jim Finn, third.





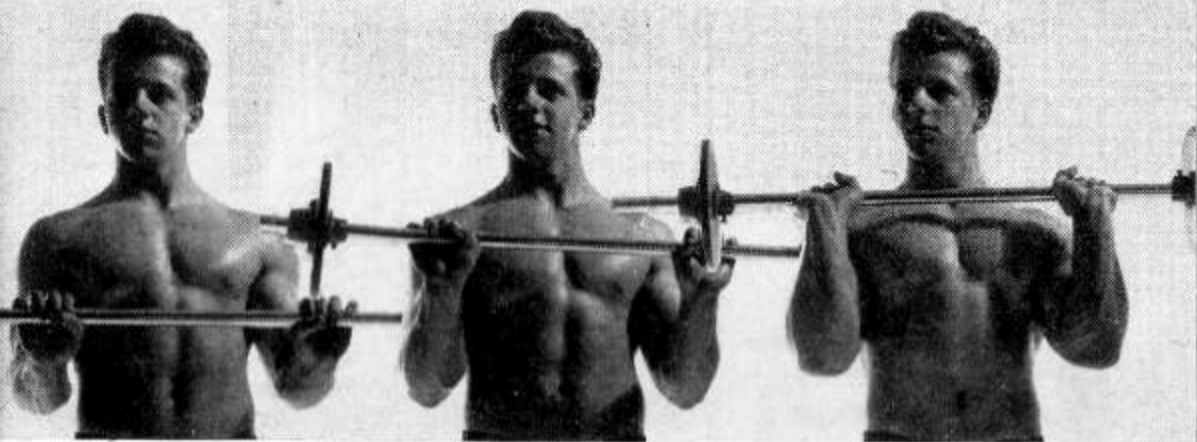
NOW YOU CAN SAY  
**FAREWELL  
TO  
SCRAWNY  
ARMS**

**HOW TO DO THE REVERSE TWO-ARM CURL:** Stand erect. Hold the barbell with an overhand grip (knuckles up), the hands about shoulder width apart, and the elbows at the side, as shown in the first illustration. THEN curl the weight to the shoulders as in the last illustration.

This exercise, you will notice, is the same as the Regular Two-Arm Curl (February issue) except in the way in which barbell is gripped.

The body should not move during the exercise. Your elbows should remain at the side. Don't move them forward or backward.

**BREATHING:** Inhale as the barbell goes down. When the weight reaches the bottom (first illustration) hold your breath and curl the weight to the shoulders again.



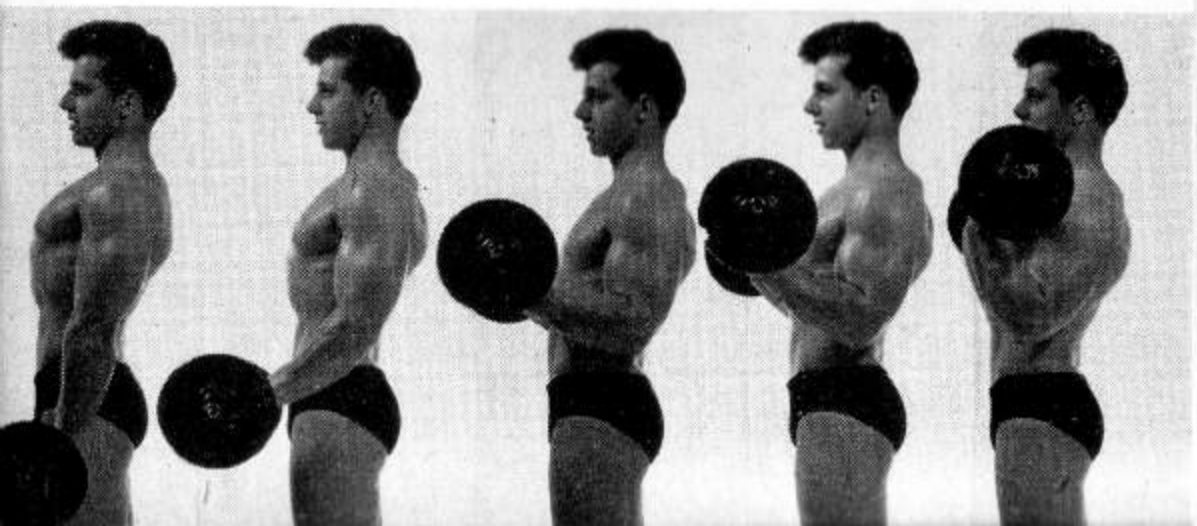
**ED ZALE is the model for this exercise.**

IN AN EARLIER ISSUE, we talked about the importance of the bicep in giving the arm a strong virile appearance, but this month, we're going to take a look at the forearm. The forearm is to the arm what the calves are to the legs. Just as a well molded calf gives the leg a rugged, manly look, so does a well developed forearm add to the he-man look of the arm.

Here's an exercise that will do wonders in developing a powerful looking forearm, and incidentally, this exercise adds

a roundness to the bicep, too . . . giving it a longer look, and a more definite "cut" at its lower extremity.

We've found here at the Johnson Health Studios that high repetitions of the Reverse Curl are especially effective. For this reason, we'd like you to try this exercise doing between 20 and 30 reps, using a moderate weight. For variety, switch off to 10 reps with a heavier weight once every two weeks or so. Let us know about the results. We're always interested in your training and your progress.





"Any gal is attracted  
by a pair of broad shoulders  
and a tapering torso."

by JIM HUXLEY

# Vacation Take a HEALTH Vacation

Vacation time is here again, and thousands of folks all over the country are setting their sights on 14 wonderful days of "getting away from it all" within the next few months. But I'm not one of those thousands. I'm one of those lucky guys who is on "vacation" 52 weeks of the year. My "business suit" is a pair of swim trunks. I'm a life guard.

And as a life guard, I constantly associate with people who are out for a good time. *But I've found that an awful lot of people just don't know how to take a vacation.* A vacation should be a time for relaxing and rejuvenating the body. It should be a *health* vacation . . . a time for building your body up to take the strain for the rest of the year.

**I like to think of a vacation as a two-week period when laziness is a virtue instead of a vice.** But most folks think of a vacation as a period of hurrying around from place to place, cramming into two weeks all the things they haven't been able to do for the previous 50 weeks. Instead of building themselves up, they spend their vacations busier than bumble bees in a nudist colony . . . and instead of returning rested and rarin' to go back to work, they're weak and weary.

We first met Author Jim Huxley in a swimming pool in Miami Beach. He's an impressively built fellow, and we weren't too surprised to find that his swim trunks bore the Life Guard's insignia. He's a bodybuilder himself, and is a firm advocate of "the good, clean life." We had lunch with him later in the day and were so impressed by his affable good nature, his sparkling sense of humor, and his gift of gab, that we asked him to write us an article. He did . . . and here it is.



# VACATION

The secret of taking a health vacation is to get back to nature. The best things in life are really free, and doing the simple things is fun and healthful . . . and cheap, too.

Speaking of getting "back to nature," I know one guy who goes "whole hog." He's a nudist . . . and proud of it. (He's also a bodybuilder and his trim physique puts him in good standing in a place where even a shoe lace is a mark of prudery.) He's looking forward to communing with nature for two weeks on a Nude Ranch in the Appalachian Mountains. He goes there every summer and says he feels like a new

man when he returns. I joined him for a week one summer and must confess I enjoyed myself . . . after the first pangs of modesty wore off. I discovered that, in a nudist camp, nothing goes on, but everything comes off.

Two body builder friends of mine have been taking the same health vacation for years, and they spend about the least amount of money imaginable.

Continued on Page 22

# FEAR



**ARE YOU AFRAID?** Does Fear keep you from expressing yourself . . . from love . . . from happiness and health and wealth? Is Fear a giant who rules your life?

Too often, in this world of illusion, Man forgets his true being . . . forgets he was created with Intelligence and Strength . . . forgets he was born "*in the image of God.*"

Forgetting these things, he becomes a slave, hypnotized by Fears . . . paralyzing fears that blind him from a true perspective in meeting life's challenges.

*Too many fears are baseless, non-existent hob-goblins. As one man said, "I don't believe in ghosts, but I've been afraid of them all my life!"*

Fear, like pain, is a defense mechanism that warns and protects us by eliminating the danger . . . or adapting ourselves to it.

Fear is the Lighthouse that warns us of the rocks. The pilot steers his ship clear of the rocks by using intelligent ACTION. He doesn't cringe and get panicky and worry about it.

Fear *demand*s intelligent understanding and action. Great men and women conquerors felt fear, but learned to understand it . . . and overcome it. They took deadly lightning and turned it into electric lights. They took the great floods, and turned them into power and irrigation.

**Criticism, belittlement, false accusation, jails, and threats, mean little to the great men who *believe in themselves.***

Fear is a stimulus to ACTION and if a person *fails* to ACT, fear becomes inverted, and the energies turn IN instead of OUT. Instead of fear acting as a defense . . . it hypnotizes us with doubt, panic, and a feeling that we're licked before we start.

**Meet Fear face to face . . . *analyze your fears . . . and then get rid of the fear through intelligent action . . . even if that "action" means going to outside experienced help.***

(Many turn to Divine Guidance with success in combating fear.)





By Cleo Dawson, Ph.D.

The Fears you must face are really blessings in disguise, designed to bring your best out into the open. As you learn to face and overcome your fears, you become a stronger person. Overcoming a petty fear today means you'll be able to face a more vital fear tomorrow . . . and win out over it.

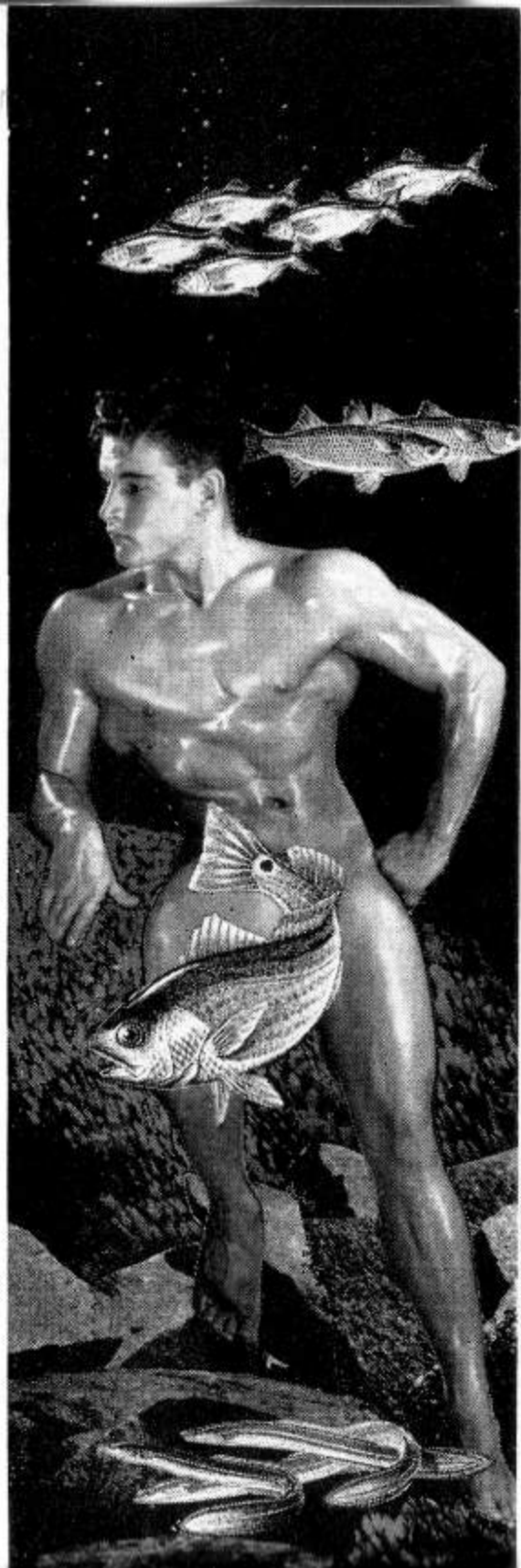
People often fear what they don't understand. They fear new inventions. (Even doctors said the human heart couldn't stand riding on trains going faster than 19 miles per hour . . . and Massachusetts once banned bathtubs for fear of mass pneumonia.)

Being afraid is no cause for alarm. But fear, without action, is.

**FDR summed it up when he said, "The only thing we have to fear is fear itself."**

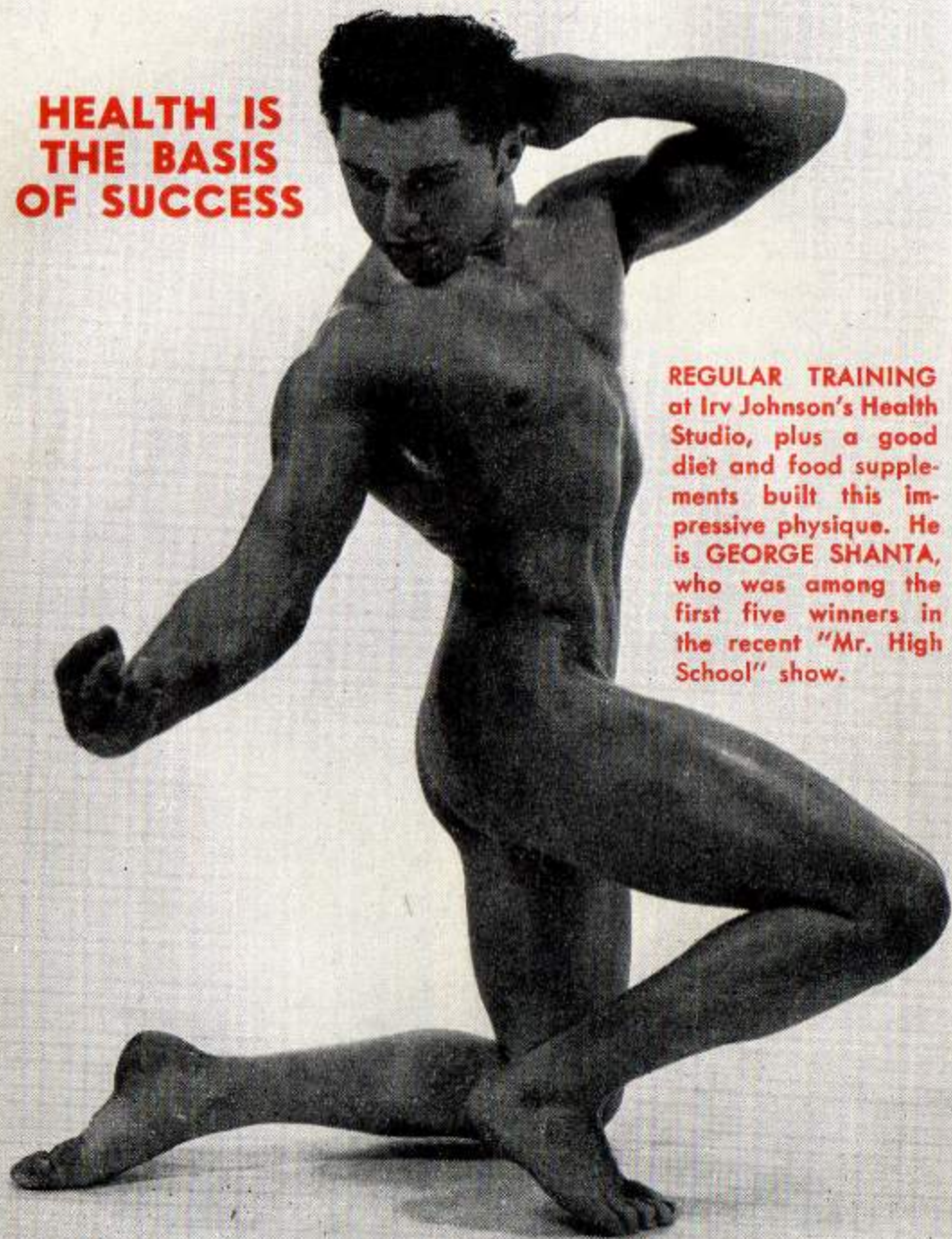
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WHAT'S THE BIG DEAL? It's the incomparable JACK DEAL in an undersea fantasy. LON took the physique study and our water-logged artist did the rest.



**HEALTH IS  
THE BASIS  
OF SUCCESS**

**REGULAR TRAINING**  
at Irv Johnson's Health  
Studio, plus a good  
diet and food supple-  
ments built this im-  
pressive physique. He  
is **GEORGE SHANTA**,  
who was among the  
first five winners in  
the recent "Mr. High  
School" show.



# 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.

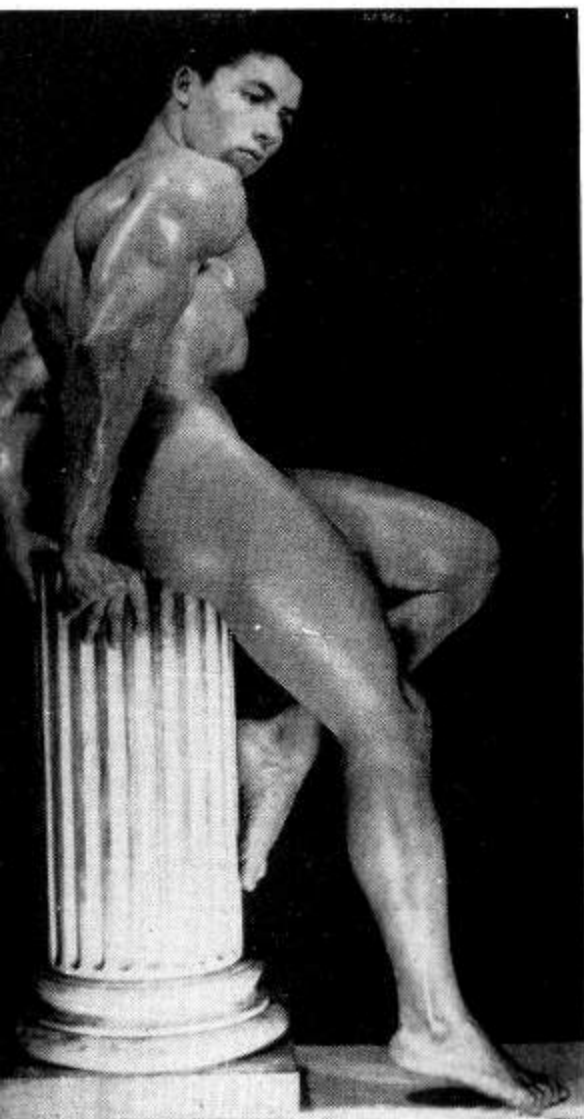
Order a supply today, and start amazing yourself. All orders filled the same day they are received. Sorry, No C.O.D. orders.

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

## JOHNSON'S HEALTH STUDIOS

22 E. Van Buren Street

Chicago 5, Ill.



THE BODY possessed by handsome Ray Jimenez wasn't always the sleek, strong physique pictured here in this excellent camera study by Lon. Four years ago, Ray was scrawny and underweight . . . but he had the courage and determination it takes to be a winner.

## RAY JIMENEZ

# "Mr. N. Y. C."

Stars shown in the coal-black eyes of RAY JIMENEZ one night last February when, at the Brooklyn Central YMCA, he found himself the winner of the coveted "Mr. New York City" title. Ray's merits were obvious, his title well-deserved, but the story behind the man was unknown to almost everyone there.

I remember meeting Ray four years ago . . . when he was beginning his training. Only 16 at the time, he was not just thin . . . *he was scrawny!* At a height of 5'8", he weighed 120 pounds, and looked it. It was fine to know that Ray, inspired by a picture of George Eiferman, had decided to build himself a body, but it looked like he would never win more than an 'A' for effort!

Starting out in a church community center, Ray began his career of consistent, relentless training. But the going was rough. After leaving high school, it was necessary for him to take a full time job. He has worked steadily ever since, contributing heavily to the support of his two

## **"You can't make good if you make excuses"**

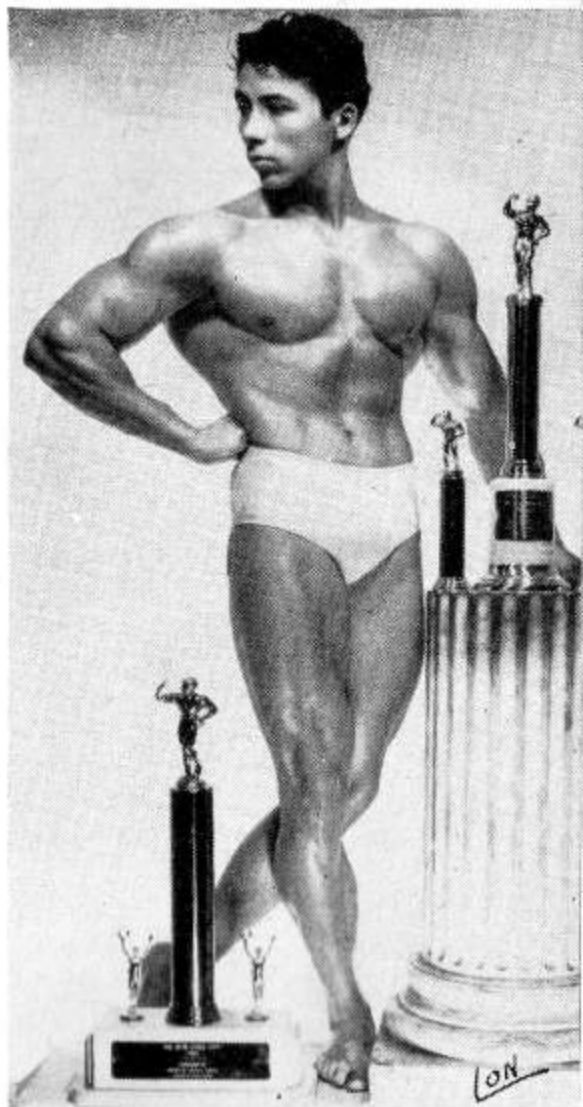
by Lou Sand

school-age sisters.

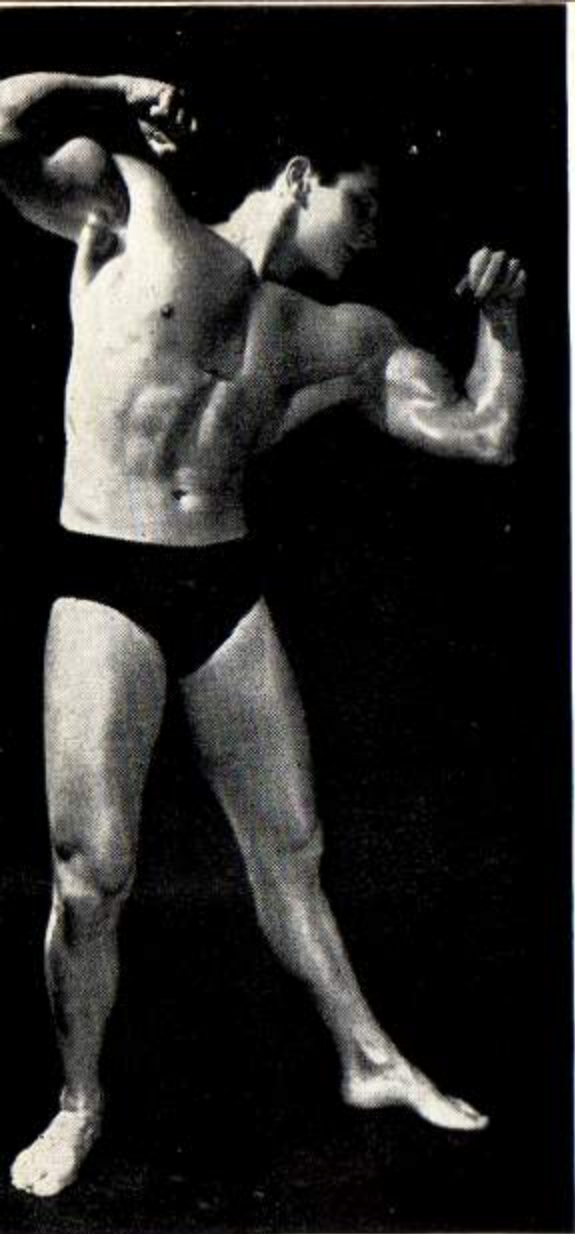
Despite the obstacles, the day eventually came for all of us to start paying some attention to this determined, no longer skinny, lad. Ray was entering last year's "Mr. New York City" contest, and we took back a lot of things we had thought about him in the early days, for he placed second in this contest. *In addition, he won awards for "Most Muscular," "Best Back" and "Best Legs."*

Another year of training, and the 120 pound youngster, who had grown to a 180 pound, beautifully proportioned man of muscle, carried away the very title he barely missed the preceding year! Along with the title went awards for "Most Muscular" and "Best Legs."

No doubt about it, Ray Jimenez has arrived. But what of the future? Like the past, the future is a matter of hard work and careful planning for Ray. Eventually, he hopes to own a gym in New York. Meanwhile, his training will go on, for he has his eye on the "Mr. New York State" title.



THE AWARDS shown here are not the only trophies Ray's virile physique won him. He won the respect of his friends, and the admiration of everyone in the bodybuilding field. His is a real story of "success despite obstacles." The photo is by LON.



## HEALTH VACATION

(Continued from Page 15)

They pack their gear into the back of a jalopy and take to the hills and streams of a forest preserve. Camping in a desolate section, they do nothing but fish, swim, eat, sleep, and (you guessed it) work with the barbells which they consider a regular part of their camping equipment.

*And, you'll be interested to know, since most of their grub comes out of cans for the two week jaunt, they take along their food supplements to (1) make their vacation training more effective, and (2) to keep up on vim and vigor.*

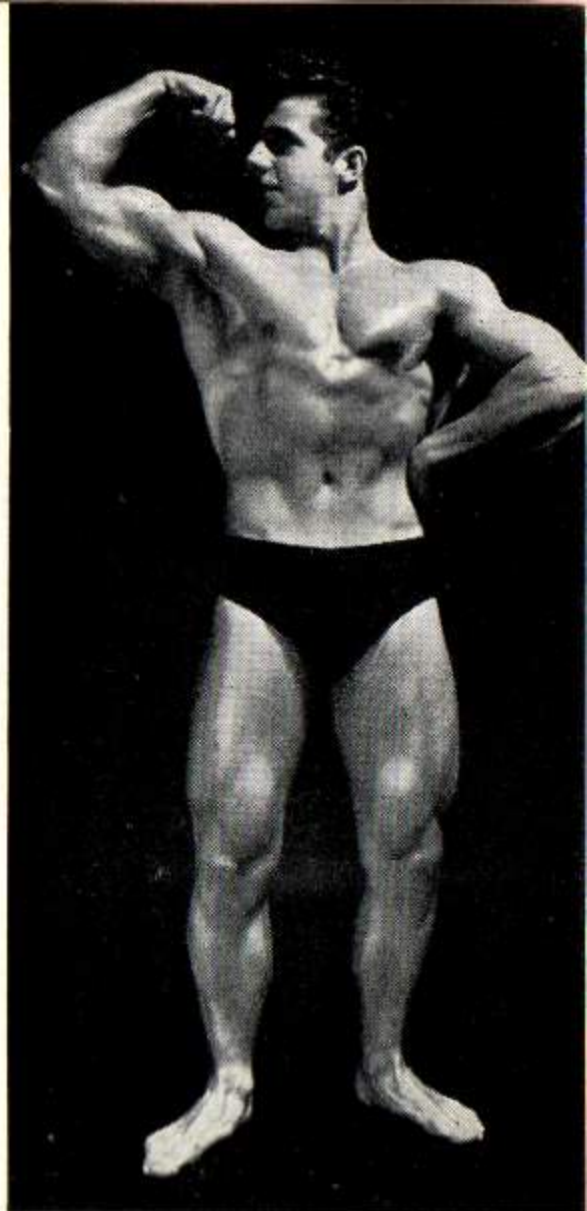
A city dweller whose job keeps him at the grind stone 52 weeks a year still manages to get a "vacation." He spends his summer week-ends at the city parks, beaches, and recreation areas. Another body-builder, he often takes a weight along and enjoys working out in the sun. You could

MUSCLES . . . ripple all over Bill Kugler's streamlined physique. As anyone who has seen many copies of TM knows, Bill is an exceptionally popular body builder. He has graced our cover twice (January and June) and our reader service department is kept busy answering inquiries about him. Incidentally, Bill is another example of the amazing development possible through nutritional therapy. Poor health was once a major problem with Bill, but since he mastered the Johnson system of bodybuilding, he has learned the joy of leading a zestful life. Bill, who is 22 years old, went on a "height increasing program" not long ago and grew a fraction short of one inch in only 60 days!

not find a cheaper way to spend a health vacation, and he recommends the system highly.

Incidentally, he met the girl who later became his wife while he was on one of those "week-end vacations." Any gal is attracted by a pair of broad shoulders and a tapering torso. Now she joins him in his jaunts, partly because she thoroughly enjoys them, and partly, I suspect, because she wants to keep her hairy-chested he-man from becoming too attractive to other females.

A health vacation is a lot of fun. You'll come back feeling like you're really ready to face another year of work. You'll be rested and relaxed. Many times, you'll strike up new friendships among kindred souls who also enjoy the simple, healthy way of life. You'll feel better for it . . . and what's more, you won't regret it because you won't spend a lot of hard-earned cash to have a good time.



. . . AND MORE MUSCLES! Eddy Zale seems to improve constantly. This picture, taken a year ago, is now practically obsolete since he has made truly amazing gains in the meantime under the tutelage of trainer Irv Johnson. Ed is another who has learned that vibrant health is the foundation for all happiness.

While we don't want to get ourselves out on a limb, we predict great things for this young fellow. He has the physique and the personality that can add up to only one thing . . . success. Zale is the model for the two exercises this month. See Pages 12-13 and 46-47.



## 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 "bulky," 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.



# Survey Finds Diets Neglected

Excerpts from an article by Clementine Paddleford in the New York Herald Tribune, April 9, 1953

A high percentage of teen-age boys and girls are gravely undernourished. This startling fact was revealed . . . by a ten-year mass nutrition study of 2,536 young people.

*Faulty eating . . . is reflected in such problems as underweight, stunted growth, retarded skeletal maturity, poor mineralization of bones, minor and major skeletal deformities, poor complexion, poor teeth, eye difficulties.*

The ten-year study proves teen-age children not only fail to get enough food, but don't get enough of the right kind of food.

*American children are the best fed in the world, up to the age of two years. Then the diet becomes progressively poorer . . .; between 12 and 20, poor nutrition reaches its peak.*

Only about one-fourth of the group were getting sufficient energy foods to keep the body machine running efficiently.

## **Shortage of protein:**

Nearly half the girls (a few less boys) failed to get adequate amounts of protein foods.

**Essential minerals lacking:** There was a shortage of calcium and phosphorus needed for good teeth and bones, and iron intimately related to good red blood and necessary to prevent nutritional anemia.

## **Serious vitamin shortage:**

Not enough B vitamins related to satisfactory growth, nervous stability; too little vitamin C, important to health of gums, healing of injuries; far too little vitamin A, essential to proper growth, good night vision, good complexions.



"ENGARDE" (or whatever it is that swordsmen yell). Here comes JOHN PLASKOW with a sharp-looking pig sticker. John is 30 years old and lives in New Brunswick, N. J. Photo is by photog, Peter Pagan, whose studio is at 300 Hamilton St., New Brunswick, N. J.



# Science Unlocks New Secrets for Successful Bodybuilding

By ERNEST GOODMAN

**TO BE QUITE FRANK,** I didn't believe a word of it!

I had read about the amazing results in body building and health development which were purportedly produced by Irvin Johnson in his so-called "Before and After" program, but I took it all with a grain of salt . . . *low protein salt!*

To me, it sounded strangely like a new version of an old "get-rich-quick" scheme, and his rather fantastic claims fell on jaded ears when I first heard them.

Curiosity got the best of me, however, and I set out on a "private investigation" of the Johnson system. If it were a bunch of nonsense, I wanted to know it.

I decided on a frontal attack . . . to visit Johnson in his health studio, and lay my cards of the table . . . to tell

him that I frankly didn't believe a word of his claims . . . and to tell him that I was about to debunk his whole system.

I admit I was surprised when he took my rather impetuous announcement with no great alarm. Johnson just leaned back in his chair while I mapped my plans for his destruction.

Then he leaned forward and said, "OK, Mr. Goodman. You can investigate me and my system as much as you please, but I have only one condition. I want you to write an account of what you discover. If there is something wrong with my organization . . . or with my program, I want to know about it."

I accepted his fair offer. When I left his office that day, I was wondering "who is calling who's bluff!"

Since the time of the prehistoric witch doctors, man has been seeking ways to better health. In his early youth, Irv Johnson had also been an avid health seeker. I talked with his parents, honest farming folk, and they told me about Irv's youth. He had been a sickly, underweight lad . . . full of ambition but lacking the strength to fulfill that ambition. He made the rounds of the various physical culture systems. He lugged barbells for years, following course instructions to the letter, and succeeded only in wearing himself down. But he knew that perseverance had a way of paying off in the end . . . so he kept at the exercises. He found nothing but failure. He talked with other would-be body-builders and discovered that he was not alone in his fruitless attempts at bodybuilding.

THIS COMPOSITE PHOTOGRAPH (and the pictures on the following pages) illustrates dynamically the change that took place on a physique in only 90 days under the Johnson system.

Once weak, underweight, and

run-down, John Bruce gained 17½ pounds in solid muscle body weight, not excess fat and water. His waistline was unchanged. In 90 days, he grew ¾" in height, added 1½" to his calves; 2½" to his thighs, and

(most amazing) added 6" to his chest!

The picture on the opposite page is made from the halves of two photographs, one taken before, the other half taken after the 90 day program.



# A MODERN MIRACLE: 90 DAYS TO A NEW, VIRILE PHYSIQUE

---

**J**OHNSON started work on a system of his own . . . his "Scientific Body-building and Nutrition Course" which he offers today.

*He used himself as a guinea pig to see if the system really worked. And it did! He gained weight . . . muscle . . . strength.*

He opened a studio in Chicago, a small one at first, but one which now occupies two complete floors of a Loop office building. He taught his new system to the bodybuilders of the Windy City and such amazing results were apparent that the program was offered on a "home-study" basis.

He now has students in each of the 48 states, in Canada, Mexico, and South America, and in Europe and Asia. Last year, he had the training of Jim Park, "Mr. America" and later "Mr. World" to his credit. But the real miracles of his program are the now-famous "Before and After Cases."

Before going into the details of the "Before and After Cases," let me tell you a little about the boy whose pictures illustrate this article. *His name is John Bruce, and it doesn't take too sharp an eye to see that some truly fantastic changes took place in the Bruce body during the period of the "Before and After" buildup.*

When Bruce came to Johnson, he was a sickly, ailing, awkward shadow of a man. The medical records on him showed many physical irregularities. Besides his extremely poor health, he was one unhappy, frustrated guy.

What happened to him to him during the next 90 days is nothing short of miraculous . . . and this coming from a former cynic, is a real statement! I firmly believe that this metamorphosis ranks with the "wonders of the world," and to me, his development seemed the most phenomenal health advancement made since time began.

---

*" . . . it doesn't take too sharp an eye to see that some truly fantastic changes took place in this man's body during the period of the "Before and After" buildup."*

OUT OF A DARK PAST

# NEW HOPE for HEALTH

**T**ODAY, we have millions of sickly folk, unable to lead happy, productive lives, because they lack the strength to enjoy living.

Before my eyes, I saw at last, a workable program that could bring the joy of vibrant living to these millions.

It is a system based on scientific fact, not on dogma or theory that toting great loads of iron will automatically produce muscles. **As a matter of fact, Bruce did not exercise at all during the first 60 days of the program!** During the last month, he exercised very moderately . . . **three workouts of 1½ hours each per week . . .** and he used very light weights . . . from 40 to 60 pounds. This information causes great consternation among "old school bodybuilders" who advocate extremely heavy exercising.

Johnson's program is a distinct departure from what he calls "huff and puff" methods. Living is an art . . . and a science, and Johnson's system is based on *fact!*

At the start of the program,

Johnson gets *facts* about his pupils . . . facts based on a medical exam which determines deficiencies, characteristics, needs, and so forth.

With these *facts*, Johnson puts the student on his program. A recommended diet is supplemented with food concentrates which Johnson developed especially for body building.

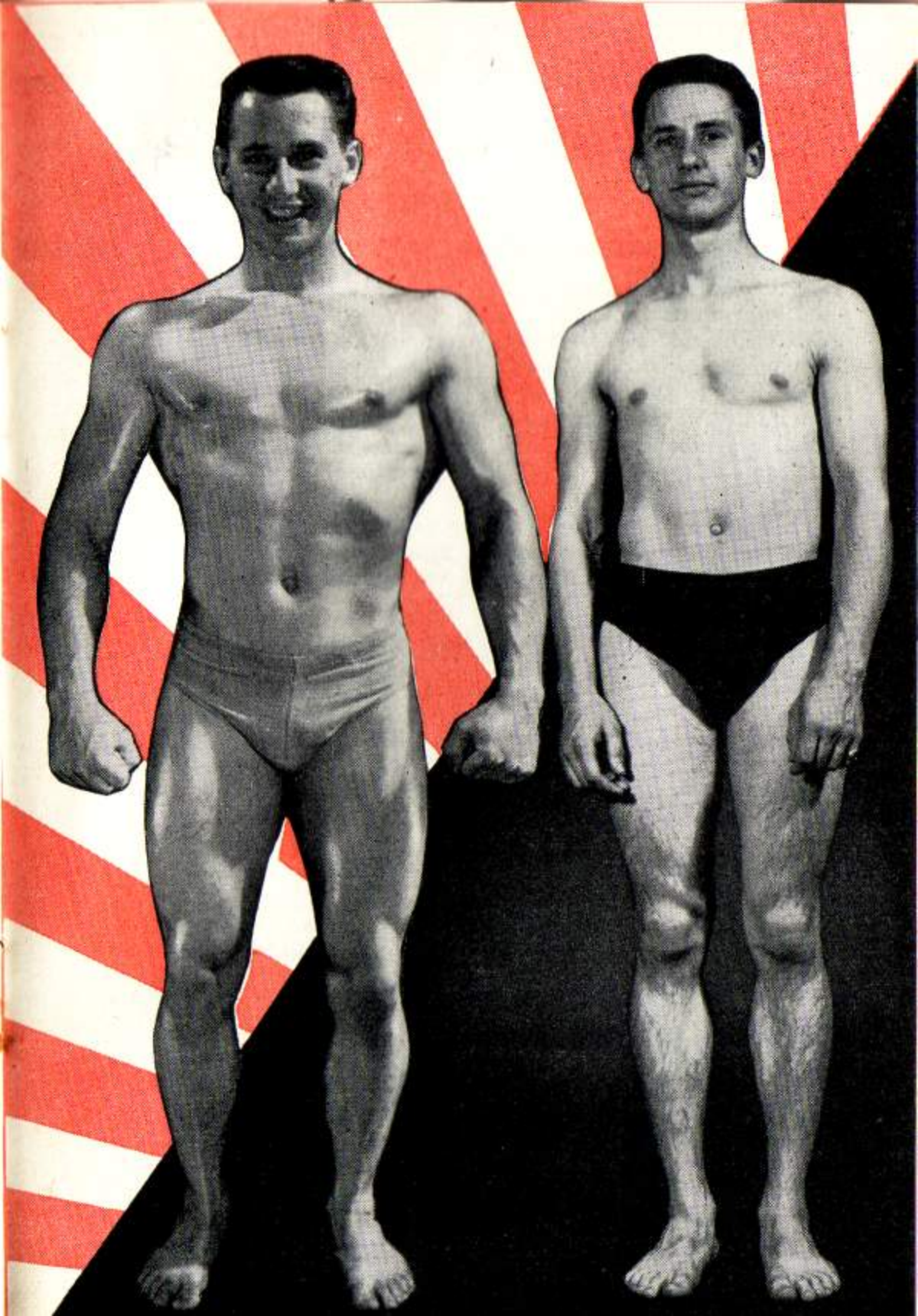
These supplements include highly concentrated protein in tablet and powder form, vitamins and minerals, and certain liquids which aid in protein digestion. *Protein, of course, is the major tissue building material.*

Without high concentration (*as high as 86% protein in one of the tablets, and 60% in a powder*) it would be impossible to introduce sufficient protein into the body, or to duplicate these astonishingly rapid transformations.

**Like the cynic who went to church to scoff, and remained to pray . . . I came to Johnson as a disbeliever, and left to spread the good word.**

---

If you would like a FREE ILLUSTRATED BROCHURE telling more about the Johnson system as discussed by Mr. Goodman, send a post card to: Irvin Johnson, 22 East Van Buren St., Chicago 5, Illinois. Just write: "Please Send Details."



# 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!

**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.

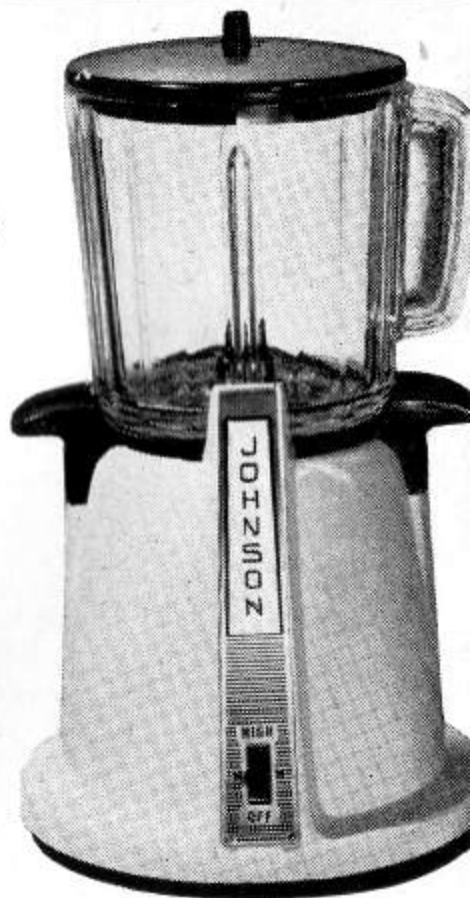
Priced just right . . . at only \$31.60. OR, if you are a steady user of Johnson products . . . send \$17.50 and 6 labels from the four pound can (or 24 labels from the one pound can) of JOHNSON'S PROTEIN 60, the miraculous new protein dietary aid.

*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.





# 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. Its 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.)

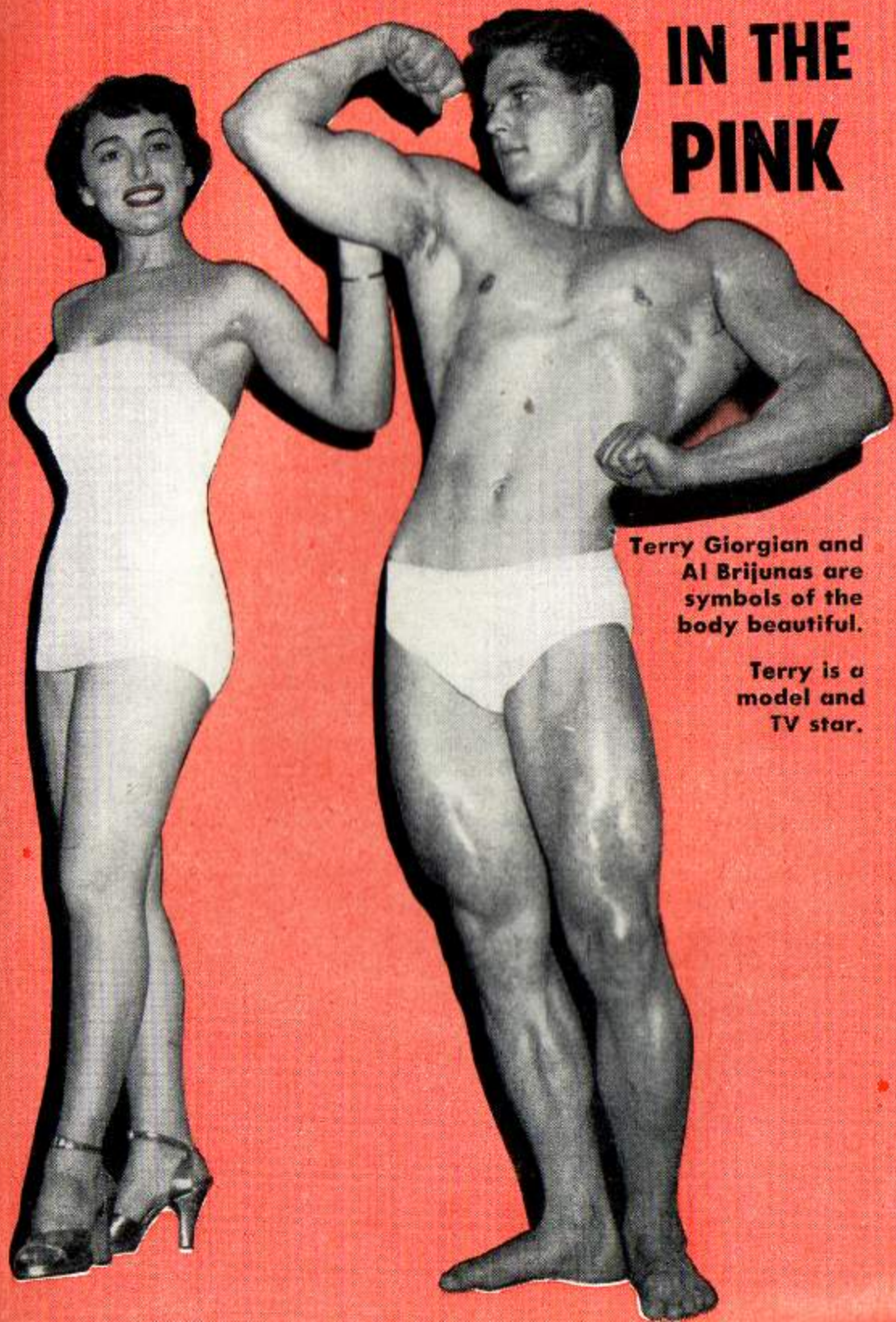
**THE PRICE: Only \$1 a pound. (Minimum Order: 4 pounds) Or . . . save \$6 and order a case of 24 pounds for only \$18. No. C.O.D. or Foreign Orders, please.**

**JOHNSON'S**

22 E. Van Buren St.

Chicago 5, Illinois

# IN THE PINK



**Terry Giorgan and  
Al Brijunas are  
symbols of the  
body beautiful.**

**Terry is a  
model and  
TV star.**

For years body-builders have experienced difficulty in developing manly looking calves. Although they have tried various means and devices for getting the proper development of the calves, the answer has almost always been the same . . . lots of work with little results.

**Here's your opportunity to develop your calf muscles quickly . . .**

**JOHNSON'S CALF DEVELOPING COURSE  
Can Give You The Results You Want!**

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

*This is the same course tested and used in our studios here in Chicago. We have proof positive of the results that can be accomplished . . . actual instances where the course has worked for many men at our studios.*

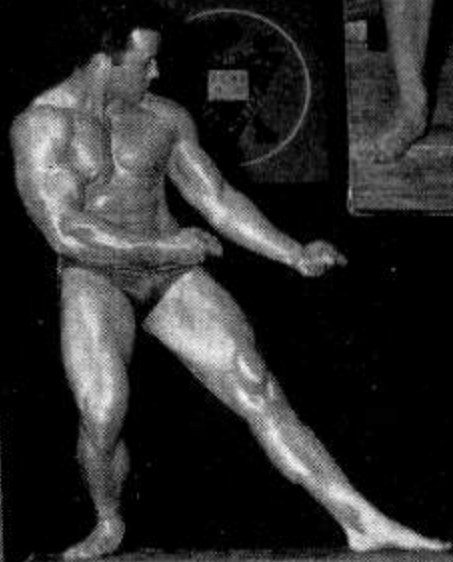
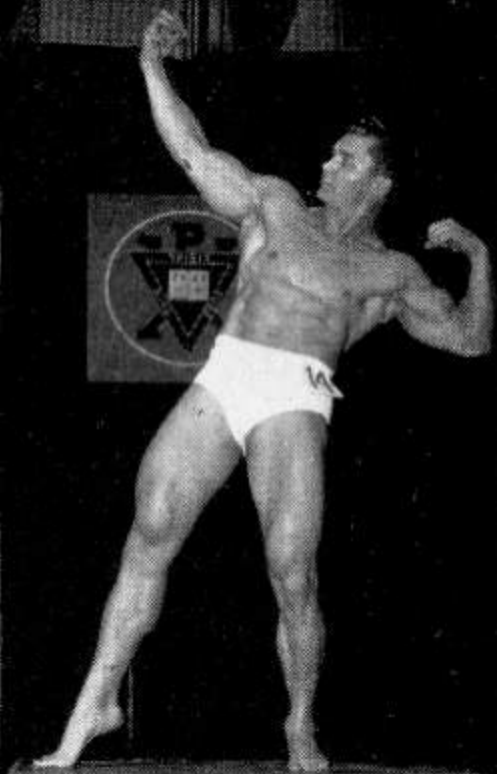
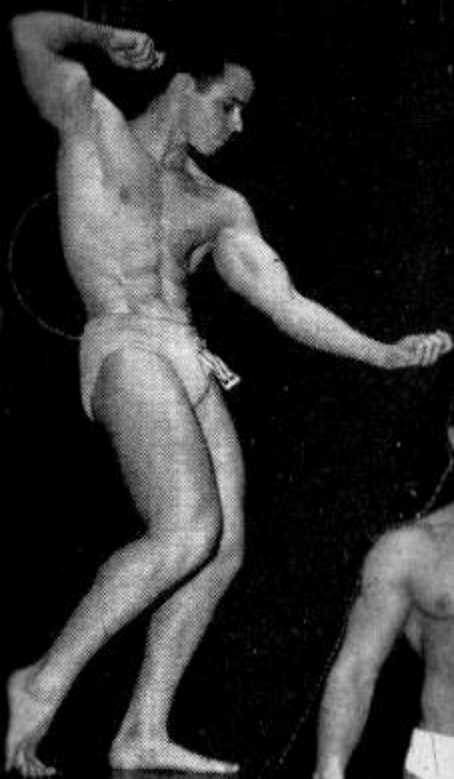
**Complete Course With Apparatus, Only \$14.95.** Here's a successful way that can give you the results you have been looking for. You can get the complete course of instruction to tell you how to develop your calves . . . specially designed apparatus to give results . . . plus Irv Johnson's personal consultation by mail to show you exactly how the men he has trained personally achieved results.

**All of this for only \$14.95**

**Develop a manly looking calf . . . do away with unnecessary and dangerous strain. Order 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.

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



## CALL ME MISTER!

Four bodybuilders . . . with five titles . . . get together at a recent physique show in Chicago.

Top Left: "Mr. High School" Paul Waldman, of Brooklyn, N. Y.

Top Right: "Mr. Illinois," Gene Bohaty, of Franklin Park, Ill.

Center: "Mr. Chicago," Homer Chelemengoes, who held the "Mr. Illinois" title in 1950.

Left: Jim Park, "Mr. America, 1952" and "Mr. World, 1952."

# a Compliment . . .

THE LETTER below, from a new TM subscriber, is published without comment because of the provoking ideas and observations it contains.

**Congratulations to one of the finest publications in the strength field — let's keep it that way.**

Over the past few years, I have observed with interest the appearance of several major magazines devoted to both the beginner and advanced bodybuilder.

Much to my own personal disappointment, and you may take this as representing the

opinion of other athletes and young fellows interested in clean sportsmanship, we have watched these same publications deviate from their high ideals.

Bodybuilders who followed these publications for guidance were caught in the wake of these editors' slanderous and back-biting articles directed toward their competitors.

**It was like an old woman's tea party, full of gossip and vicious accusations which in the end defeated itself and did more harm than good.**

Disillusion came inevitably to us who had trained from



## “ . . . CAN'T GET OVER

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

And **TOMORROW'S MAN** has been breaking some rapid-growth records, too . . . now over 10 times its first month's circulation.

**TM** readers like its compact, convenient, pocket size . . . its streamlined, easy-to-follow exercise program . . . its

**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.

# . and a Challenge

the beginning along patterns these very magazines had taught.

So it was not with surprise when one of the well-known publications folded up . . . or rather changed its name . . . and then after three or four issues changed policy again and was apparently forced to cater to a different segment of the public altogether.

Though I don't wish to slander any editor of any strength publication . . . in fact, we owe them much for their individual contributions in the field . . . I do point out the above mistakes which, knowingly or not, *have hin-*

*dered the purpose these men originally intended to promote.*

So for the boys who are beginning to train their bodies for a more competent manhood . . . and for the more experienced athletes who have come to realize body building is one of the finest methods of turning a boy's ideals to a reality, here's hoping you will live up to the title, "TOMORROW'S MAN." A lot of us guys are backing you up so don't let us down."

Frank Flanagan, Jr.  
New Orleans, La.

## HOW BIG IT'S GROWN!"

readable, intelligent features and stories . . . **AND** the quality of its pictures of new faces and new physiques. **TM's** pictures, paper, and printing quality are unmatched by any other magazine in its field. Yes, **TM** is the **QUALITY** magazine in the body building world.

REMEMBER THESE  
TWO BIG POINTS!

- (1) YOU SAVE money when you're a subscriber. Like getting two issues FREE.
- (2) YOU DON'T MISS a single issue because of newsstand sellouts.



TO: TOMORROW'S MAN  
22 E. Van Buren Street  
Chicago 5, Illinois

Please put me down for a year's subscription to TM!

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

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<sup>1</sup>, B<sup>2</sup>, 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.



**GUS MAYOR**

by

**LON**

World's most re-  
knowned photogra-  
pher of the male  
physique, LON brings  
to his models an  
artistic inspiration...  
like the sculpture of  
classic Greek and Ro-  
man Art.

This is only one of  
a fine collection of  
poses of handsome  
young Gus Mayor by  
LON.

Send \$1.00 for a  
selection of 16 beau-  
tiful and different  
poses of Gus Mayor,  
plus information on  
other available pho-  
tos.

**LON**

124 Remsen St.  
Brooklyn 2, N. Y.





IN THE CITY OF ANGELS

# THE SOUTHWEST BARBELL CLUB

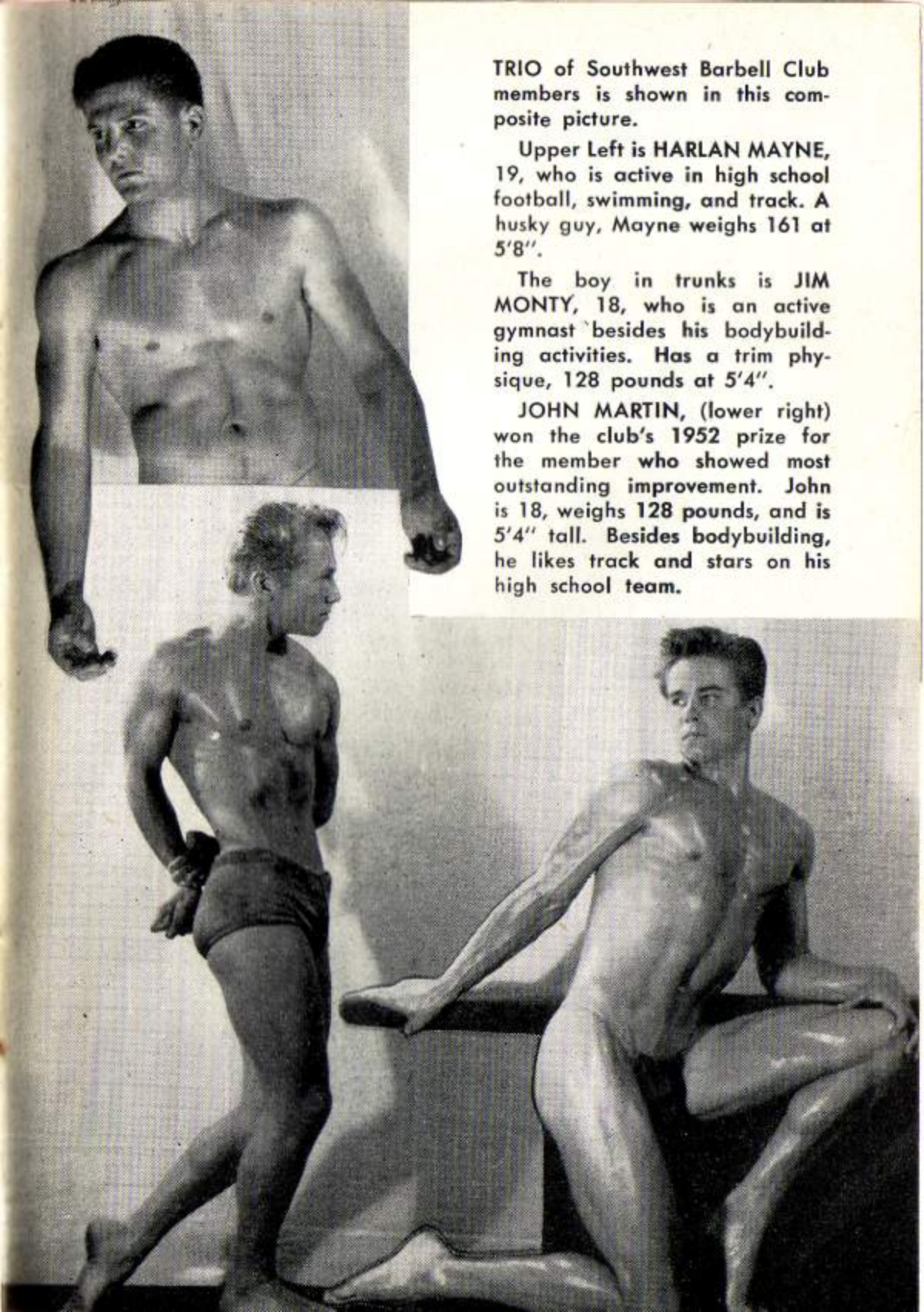
JOE SELLAROLE (left) had been working out for eight months when this shot was taken. He weighs 150 pounds at 5'8½". We hope to see more of this stalwart youth in future issues.

**TM'S SPOTLIGHT** this month turns to Los Angeles and to the Southwest Barbell Club. Amid the shouting about juvenile delinquency, heard in the City of Angels just as in any other metropolis, it is refreshing to see teen-agers whose interests are constructive rather than destructive.

The SBC, a non-profit group, has been running quietly since the end of World War II, under the tutelage of Walter Kephart. While the clubhouse (Kephart's garage) is not the swankiest, it does contain the necessary equipment for bodybuilding, and Kephart and fellow founders Arnold Dahlin and John Ganther deserve some kind of honor for contributing a worthwhile occupation for idle hours.

Each spring, the SBC selects a "Jr. Mr. Southwest Los Angeles." These annual meets are greeted with enthusiasm by the area's teen-agers, many of whom are members of the club's high school division.

The club's philosophy is summed up in its high-brow Latin motto: "*Cognoscere Barbelliam Est Amare Barbelliam*" which means, roughly, "To Know Barbells is to Love Barbells."



TRIO of Southwest Barbell Club members is shown in this composite picture.

Upper Left is HARLAN MAYNE, 19, who is active in high school football, swimming, and track. A husky guy, Mayne weighs 161 at 5'8".

The boy in trunks is JIM MONTY, 18, who is an active gymnast besides his bodybuilding activities. Has a trim physique, 128 pounds at 5'4".

JOHN MARTIN, (lower right) won the club's 1952 prize for the member who showed most outstanding improvement. John is 18, weighs 128 pounds, and is 5'4" tall. Besides bodybuilding, he likes track and stars on his high school team.

# You CAN Be Successful . . .

. . . if you have the health . . . the stamina . . .  
the vitality it takes to do a job . . . and do it right!

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.

Employers want healthy people working for them, because they know that healthy folks won't be off the job due to frequent illness. Good health has a dollar and cents value. It means more production for your employer . . . and more cash in your pay envelope.

Health is a basis for success . . . and good nutrition is the basis for health. But diet alone doesn't always provide the nutriments 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 nutriments that aid in growth, strength, and health.

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

And the cost is so surprisingly low! Actually less than 12c a day! (How much money would you lose if you lost a day's wages because of sickness?)

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. All orders filled the same day they are received.

## IRV JOHNSON'S HEALTH STUDIOS

22 E. Van Buren Street

Chicago 5, Illinois

# GYM SHORTS

By Bill Bunton

I ran across an interesting item about good ethics in advertising the other day. It said that *"the reputable dealer never, never stoops to slamming his competitor."* The article continued that *"if Dealer Jones tells you that Dealer Smith is a bum, or that Smith's products are worthless . . . it's a good bet that Jones is scared stiff, and that he knows his own product isn't as good as Smith's product."*

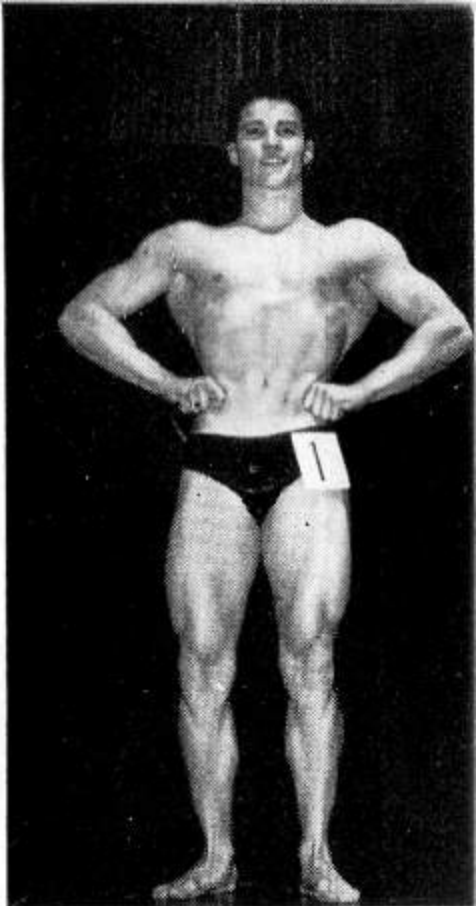
Come to think of it, I can't recall ever seeing a Cadillac ad saying that the Ford was no good! Just a thought when you read food supplement advertising.

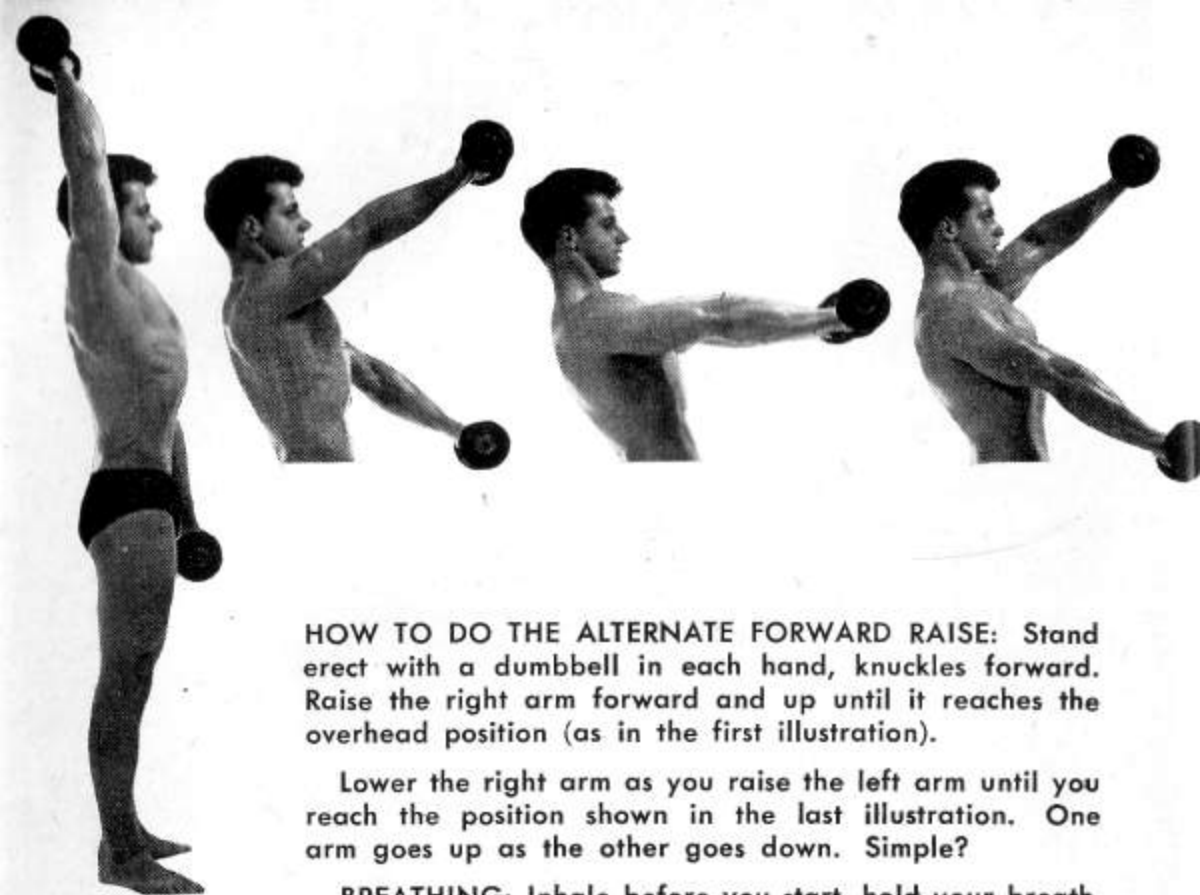
We did a feature on Glen Bishop in the June issue, but he looked so good at the recent "Mr. High School" show in Chicago that we couldn't resist printing another shot of him (RIGHT) How's that for an ideal (eye-deal) physique?

THE EXCELLENT PHYSIQUE SHOTS on pages 42-43 are the work of one of TM's most loyal contributing photographers, AL McDUFFIE. Since we don't want crass commercialism to interfere with photographic art, we won't mention the fact that McDuffie sends catalogs and

samples on receipt of a dollar, or that his address is 2817 V. Street, Sacramento, Cal. We also would not like it to get around that his phone number is HUNter 6-2330. IF YOU WANT TO GET SHOT by the McDuffie camera, here's news. Al is planning a tour of Oregon, Washington, Nevada, and Utah: and prospective posers in those areas should write him for more info.

*Thanks for the many letters! TM is your book, so we're always interested in your suggestions and comments.*



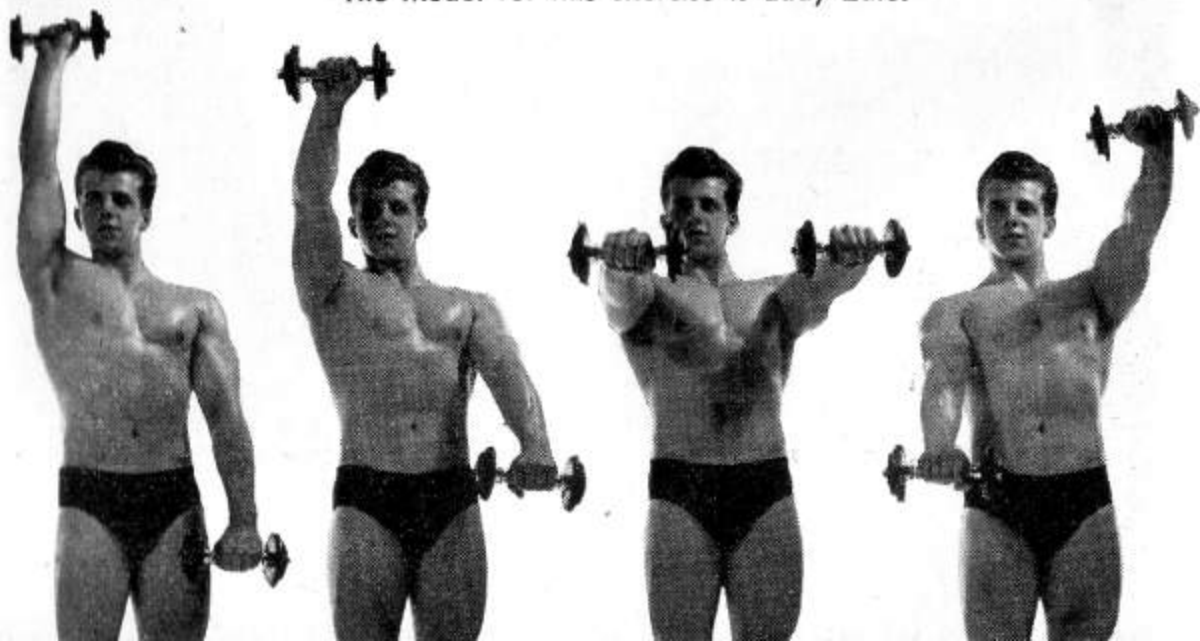


**HOW TO DO THE ALTERNATE FORWARD RAISE:** Stand erect with a dumbbell in each hand, knuckles forward. Raise the right arm forward and up until it reaches the overhead position (as in the first illustration).

Lower the right arm as you raise the left arm until you reach the position shown in the last illustration. One arm goes up as the other goes down. Simple?

**BREATHING:** Inhale before you start, hold your breath, and immediately raise your right hand to the position in illustration No. 1. Pause very slightly, exhale, then inhale, and hold your breath while you're raising the left arm and lowering the right arm. Repeat over and over.

The Model for this exercise is Eddy Zale.





## A MARK OF "HE-MANHOOD" BROAD SHOULDERS

---

Last month's issue of TM carried two excellent shoulder builders (*Press Behind Neck and Upright Rowing*) and it seems that we've whipped up a lively interest in shoulder development.

Here's another exercise to help develop manly looking deltoids. (*As we pointed out last month, broad shoulders are a primary mark of "he-manhood."*)

Now that summer is here, it's impossible to hide a scrawny set of shoulders since T-shirts and other sports-wear just do not come with padded shoulders built in.

If you've ever really studied someone who was doing manual labor, you've probably noticed how much the shoulders are brought into play. One of the body's most complex muscle groups, the shoulders are also one of the most used sets of muscles.

Practically every job involves use of the shoulders, whether you're pounding a typewriter or digging a trench. Broad shoulders are a symbol of manhood . . . rough, tough, virile manhood . . . and it's no wonder poet Carl Sandburg picked the phrase "city of big shoulders" when he wanted to depict Chicago as a rough, tough, virile brute of a town.

So here's the exercise for b-i-g shoulders. Its full title is long and awkward: **ALTER-NATE FORWARD RAISE STANDING WITH DUMBELLS**, but you'll find it an especially easy one to master, and one you'll enjoy doing. You'll also find that, if you stick with it, this exercise will prove very effective. No exercise will build muscles over night and one instruction that should accompany any exercise article is "Stick With It!"

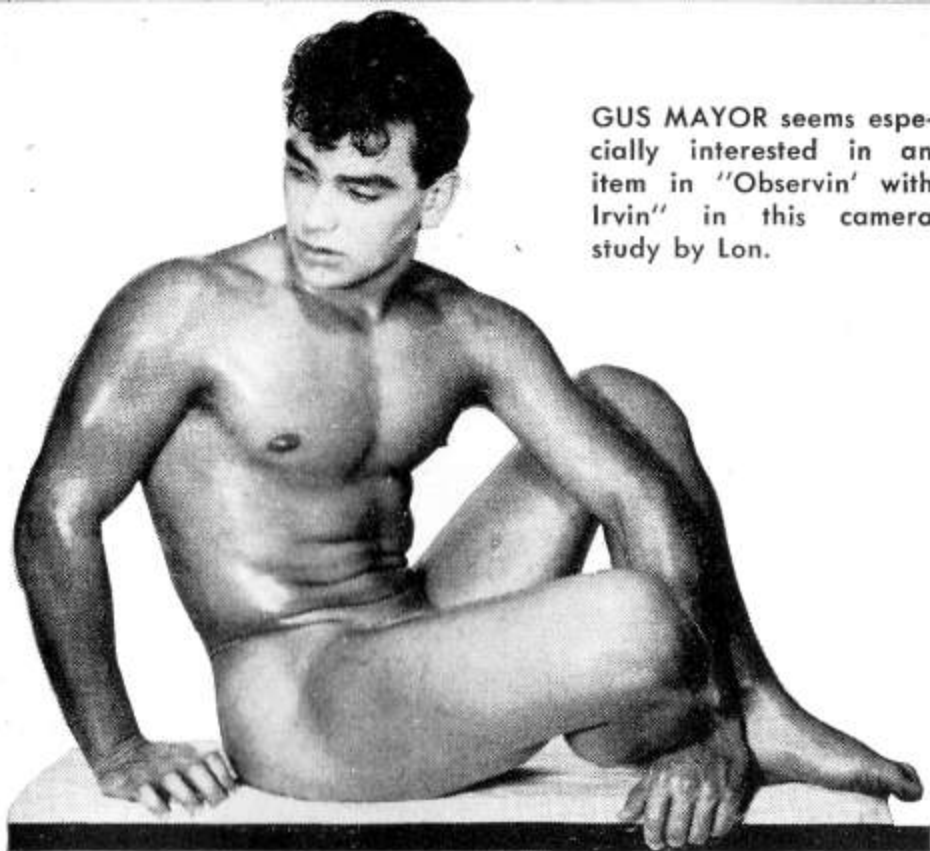
## OBSERVIN' With IRVIN

**HAD AN INTERESTING CHAT** with my friend, Vaughn Monroe, the other day. He has exercised with weights for some time, and I was pleased to see him keeping trim. (His waist is 30" and his chest is 45".) He follows a high protein diet and spurns carbohydrates. His muscles are very firm. He told of the benefits of a superb physical condition and its relation to the singing voice. A hint to you who are studying voice and want to do your best.

**IF YOU'RE LOOKING** for a protein-rich treat, buy sirloin steak and have the butcher grind it. Make it into a patty (6 to 8 oz.) and broil medium rare. You'll agree it's the best ground beef steak you've ever eaten. With the low cost of meat these days, it makes an economy meal that's hard to beat.

*IF PEOPLE DON'T LIKE YOU, and you wonder why, you may have a distorted personality caused by nutritional deficiencies. For instance, lack of iodine will cause under-activity of the thyroid causing lethargy and laziness. Lack of protein and excessive use of sugar over-activates the insulin mechanism and induces low blood sugar, causing headaches and many other personality distorting reactions. Chronic calcium deficiency may induce uncontrollable rages and make a person impossible to live with. A good multiple vitamin-mineral tablet will assure you of getting the food essentials that are probably lacking in the food you eat. It will help you get that "personality plus." Here at the health studios, students who use food supplements and follow better diets, make very noticeable gains in personality development.*

**YOU DON'T KNOW WHAT YOU'RE MISSING** until you've tasted our new "Protein 60." Put four level tablespoons into a glass of milk . . . whip it in a blender or shake it in a shaker . . . and you have the most delicious protein drink you ever tasted. We're really proud of this new food . . . as it makes a tasty, smooth, and refreshing drink. What's more, it's highly concentrated . . . 60% protein, and is made of excellent biologic quality for positive nitrogen balance.



GUS MAYOR seems especially interested in an item in "Observin' with Irvin" in this camera study by Lon.

## THE SEX BRAGGART

Continued from Page 9

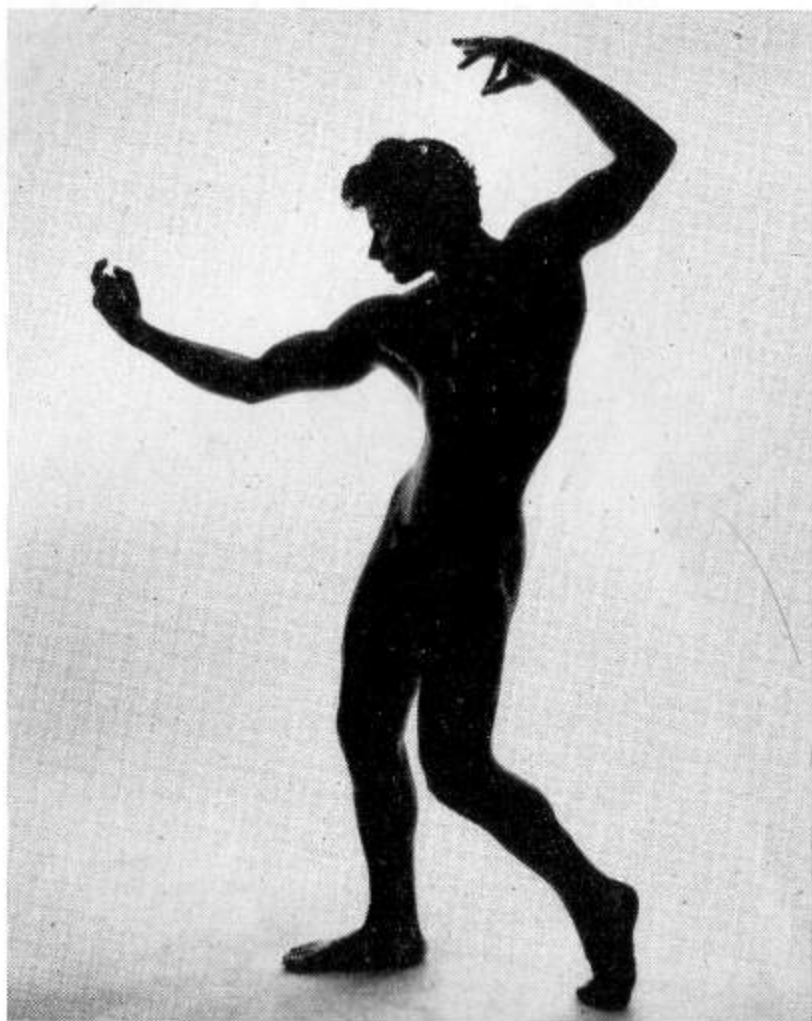
cuses for pre-marital sex activity. One is the old bugaboo about sexually - experienced men making better husbands. The reverse is more often true. "On-the-sly" experiences often cause a man to look contemptuously on women in general . . . make them distrust a woman's loyalty . . . create an unhealthy attitude toward sex. Such attitudes make a rather shaky foundation on which to build a later marriage.

Another excuse is that a lack of sexual activity is injurious to health. Nothing

could be more false. Soldiers in basic training, for instance, are at the peak of physical condition. Yet they are kept so busy in a thousand and one activities that they seldom have time to even *think* of sex, much less go astray in its labyrinths.

Keeping occupied, physically, mentally, and spiritually . . . makes for an all-around adjustment to life. The active, healthy individual keeps sex in its rightful place . . . a symbol of love . . . and a foundation for future happiness.





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