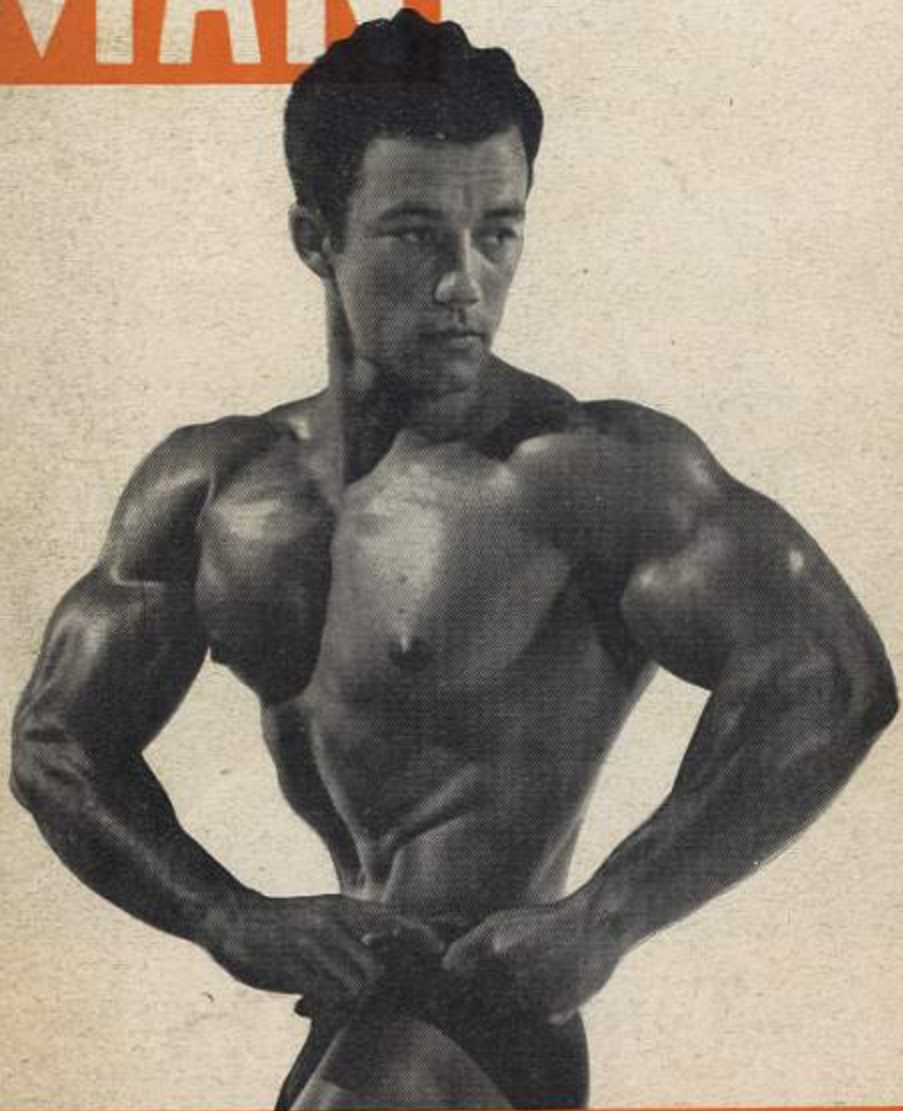


1 #1
Tomorrow's

MAN

DECEMBER 20c



A New Approach To Bodybuilding



*So my very good
friend in Japan
Frank Gardner*

“...Tomorrow is yours”

YOU are standing on the threshold of a new life . . . a happier, healthier existence. The men who cross this threshold will be stronger, more efficient men, ready to assume roles in the world of tomorrow. In a world torn by strife, the demand for greater strength of mind and body is not only pressing, it is vital.

Whether you take the challenge . . . whether you open the door or pass it by . . . depends on you. Tomorrow can be yours, but the choice is up to you.

This magazine is dedicated to that better tomorrow. It is dedicated to the young in spirit who will be tomorrow's men. It is dedicated to men willing to accept something new and revolutionary.

At press time, a remarkable gentleman visited our editorial offices. His name is Frank Boyd and he is truly a "young man" at 85! Author, lecturer and world traveler, he has met and talked with many men in many lands.

In a recent article, Mr. Boyd wrote: "A new idea is not acceptable, because it differs from our mode of thought . . . the same thought life we have lived from our earliest years."

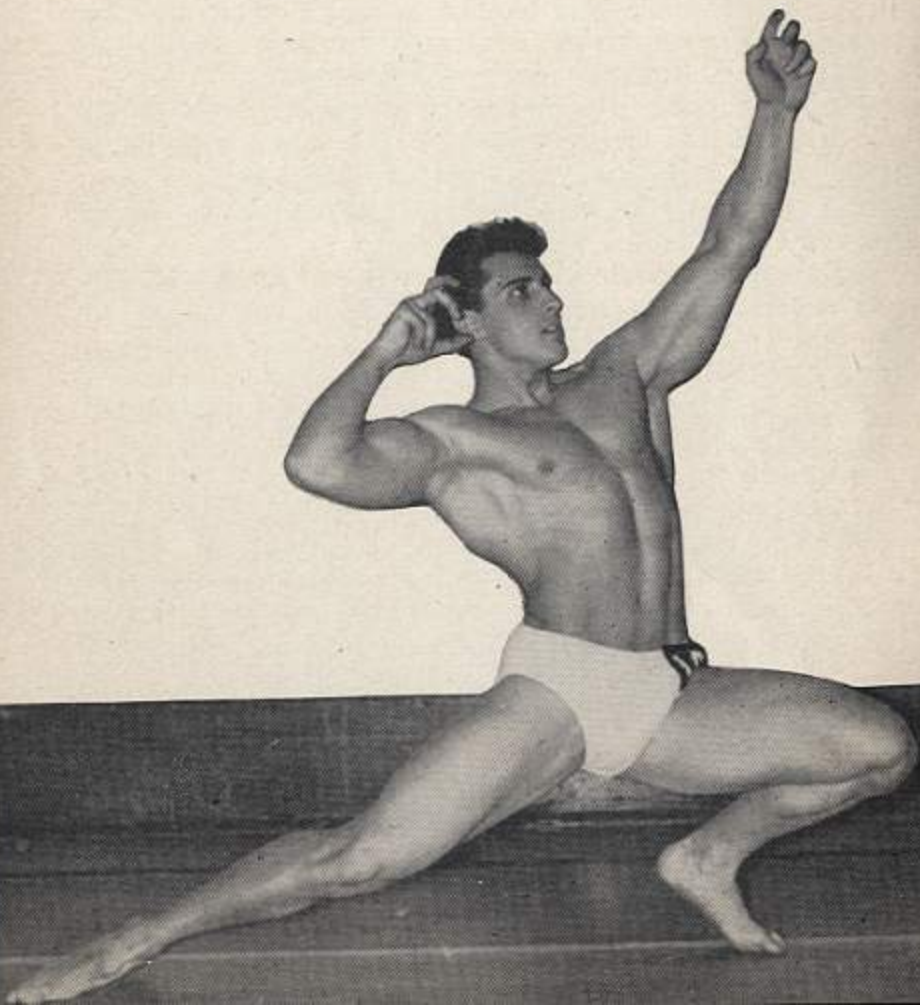
"The new man will build a new civilization and a balanced world where wisdom, physical health, strength and beauty will prevail, where freedom from fear, disease and poverty will be the birthright of all."

Thus we dedicate this magazine to Tomorrow's Man. In these pages you will find new ideas on building mental and physical strength. They are "new" only because they are just now coming into use. Actually, they are as old as common sense. But "old men" have refused to accept them since they do not conform to old teachings.

We think you will enjoy TOMORROW'S MAN. We hope it will help you find increased physical and mental strength. We know it can . . . if you're young enough to accept a "young idea."

HOMER CHELEMENGOS

**“... that Guy with
the Physique...”**



ON the back of this page you'll find a rather unusual and rugged training chart. It was set up by the young man shown at left, and is **not** recommended for the average man. Homer Chelemengos is a hard trainer. Sometimes we think he trains too hard. The schedule shown is used when he is preparing for a physique contest.

At 21, Homer is one of the Midwest's most well-developed weight athletes. He started training when he was 17. When he began, he weighed 145 at 5'7". Today, a steady trainee at the Irvin Johnson Health Studios, he packs a solid 192 pounds on his 5'8" frame. His torso angles down from a 48" chest to a 30" waist. Homer's build won him the "Mr. Illinois" title in 1950. His high school classmates gave him a more informal title, "that guy with the physique."

Homer puts special emphasis on diet. Starches have been cut severely, and he concentrates on stowing away a lot of protein foods—meat, milk, cheese, eggs and fowl. He's a steady user of food supplements, too. Wheat germ oil, yogurts and raisins also hold important places in his diet. Diet supplements include protein concentrates in

tablet and powder form and multiple vitamin-minerals containing Betain Hydrochloride to aid in protein digestion.

Diet plus exercise have given him the solid strength and endurance it takes to follow such a tough training schedule. When he's preparing for a show, he follows the chart from three to five times a week. The workout takes him about three hours.

Future issues of TM will carry less strenuous schedules designed for those who wish to gain weight, develop arms, chest, etc. Watch for them.

AN OPEN LETTER

THE Before and After pictures on pages 12 and 13 speak for themselves. They prove that the Johnson System really works.

The training program you undertake now will determine what you will be two or three months from now.

If you are really sincere, you can start your training now. Just send me a note saying "Send me full information about Johnson's Scientific Body Building and Nutrition Course."

IRVIN JOHNSON
22 E. Van Buren
Chicago 5, Ill.

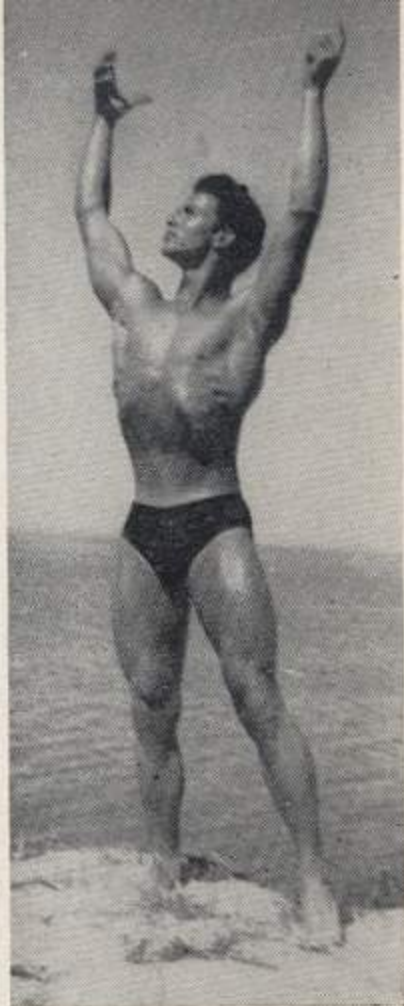
HOMER CHELEMENGOS	Sets	Reps	Weight	
Stiff Leg Dead Lift	1	20-30	150	LEGS
Erect Squat	1	20-30	175	
	1	20-30	165	
Stiff leg dead lift on bench	2	20	275	
Bench Press	1	10	230	CHEST
	1	8	235	
	1	6	240	
Incline Press	2	12	85	CHEST
With Dumbells	2	10	75	
Dips between stools	3	15	70	
Lateral raise	2	15	35	CHEST
Lying on Bench	2	12	30	
Press Behind Neck	1	15	135	DELTOIDS
	1	15	125	
	1	12	120	
Upright Rowing	1	15	110	DELTOIDS
	1	15	100	
	1	15	90	
Standing Lateral Raise	2	15	30	
Dumbell Presses	2	15	65	
Two Arm Curl	2	15	100	ARMS
Incline Curl	2	15	50	
Reverse Curl	2	15	75	
Dips Between Parallel Bars	1	15	100	ARMS
	1	15	75 (Waist)	
Bent Arm Pullover	1	10	190	ARMS
	1	8	195	
	1	6	200	
	1	4	205	
Decline Pullover-45 angle	4	15	75	
Pulldown Behind Neck With Lat Machine	1	15	150	LATS
	1	15	140	
Bent Over Rowing	1	12	120	LATS
	1	12	110	
Pulldown in Front of Neck With Lat Machine	1	15	140	LATS
	1	15	130	
50 Sit Ups Followed by 50 Leg Raises on Incline Board.				

Tomorrow's
MAN

Vol. 1 Dec. No. 1

IN THIS ISSUE

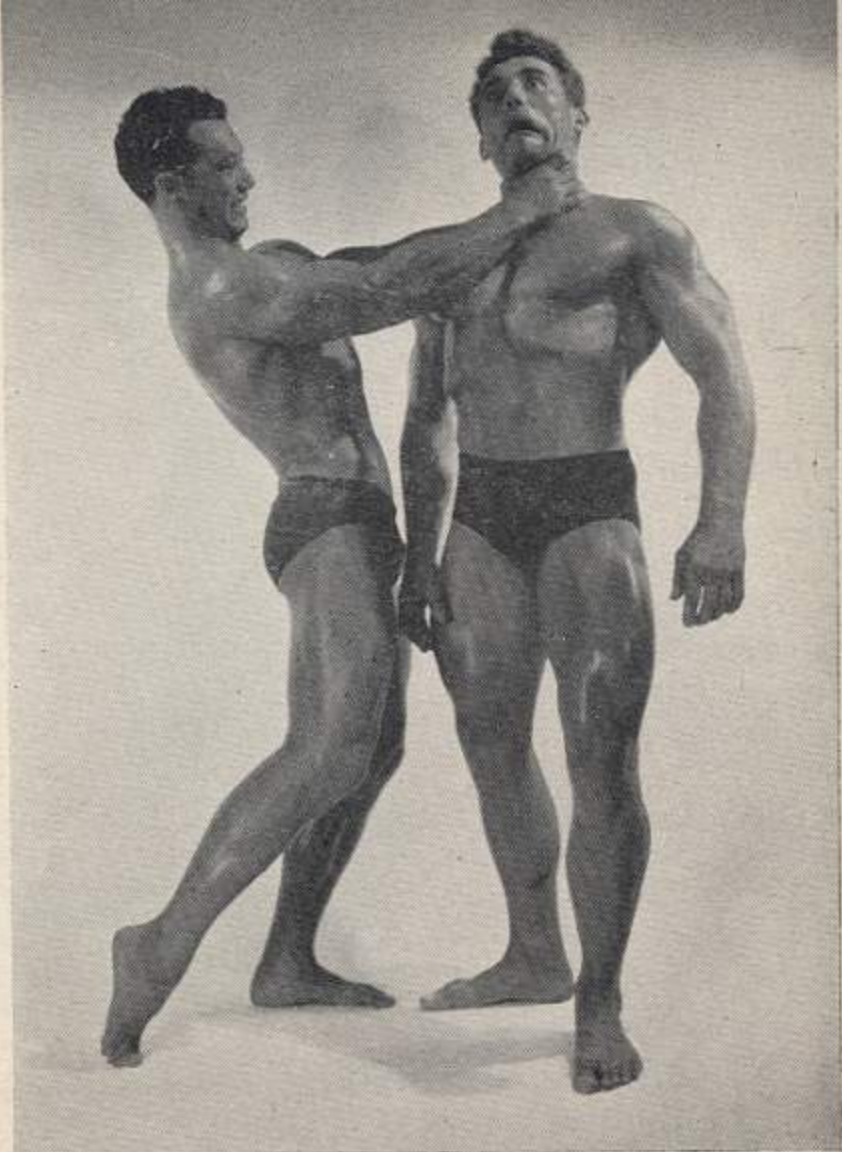
- Tomorrow is Yours .. 2
That Guy With the
Physique 4
Jim Park, Mr. America 8
Gym Shorts11
Before and After12
Hungry?15
A New Approach to
Body Building16
TM's Beef Roll20
The Military Press ...20
Common Sense24
Mr. Heart of America.26



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

For picture credits, see page 27

TOMORROW'S MAN is published monthly by the Irvin Johnson Health Studio, 22 E. Van Buren St., Chicago, Ill. Subscription rates are \$2.00 per year for 12 issues. All manuscripts and art submitted become the property of "Tomorrow's Man." No material contained herein may be reproduced in any manner except by written permission.



JIM PARK demonstrating a possible method of narrowing the competition for the Mr. America contest. Victim Ralph Brunhart and Jim were training buddies at Irvin Johnson's Health Studios. Brunhart made amazing improvement following the Johnson nutritional and exercise program prior to the "Mr. America" show.



**MR.
AMERICA**

JIM PARK needs no introduction. The new "Mr. America" has become the idol of body builders the world over. Park had already developed a fine physique through years of training. Just prior to the show, he went on a 60 day supervised program of concentrated diet and exercise at Irvin Johnson Health Studios, an investment which paid off in a crown and trophy.



MR. AMERICAS . . . 1952 and 19??

GYM SHORTS

By Bill Bunton

The Johnson System has gone Hollywood! At least, it's gone to Hollywood. ROBERT CUMMINGS, star of stage, screen, radio and TV, dropped in for a visit before going to the west coast. A Johnson trainee for almost a year, Bob has introduced the system to many Hollywood co-workers. The first of a new series of Bob's TV films will be premiered November 9.

Champion golfer FRANK STRANAHAN also came in for a workout the other week. We watched him play at this summer's TAM O' SHANTER tourney. Another example of bodybuilding combined with other sports.

A pat on the back to SID CARR for the excellent job he is doing in Kansas City. The "HEART OF AMERICA" show was first rate.

Can't say too much about the fine lighting job AL URBAN did at the "MR. AMERICA" contest. Without the Urban touch, we doubt if the show would have been the tremendous success it was.

BRUCE JOHNSON has introduced the Johnson System at the North Pole . . . or pretty close to it. Johnson (no relation) is TM's correspondent at the new Thule (pronounced too-lee) Air Force Base in Greenland, just 780 miles from the pole. He visited the gym before going home to Afton, Minn. He's been in the frozen north land for the past five months, will return to Greenland in January. The summer temperature averages 10 degrees. Johnson is the physical instructor for the base's 4,300 construction men, 800 of whom are body builders.

FRANK BOYD, who we mention briefly on page 3, has written a new booklet on "The Fine Art of Living." Still chipper and trim at 85, Boyd seems to know what he's talking about. For information, write Box 1523, Asheville, N. C.

LOUIS SOLON, who trains at Chicago's famous Division Street Y, dropped in to tell us of the miraculous results received from one 250 tablet jar of our Hi-Protein supplement. He reports that he gained nine pounds in 10 days. Some times the results even amaze us!

MIRACLE IN 35 DAYS

Before and After



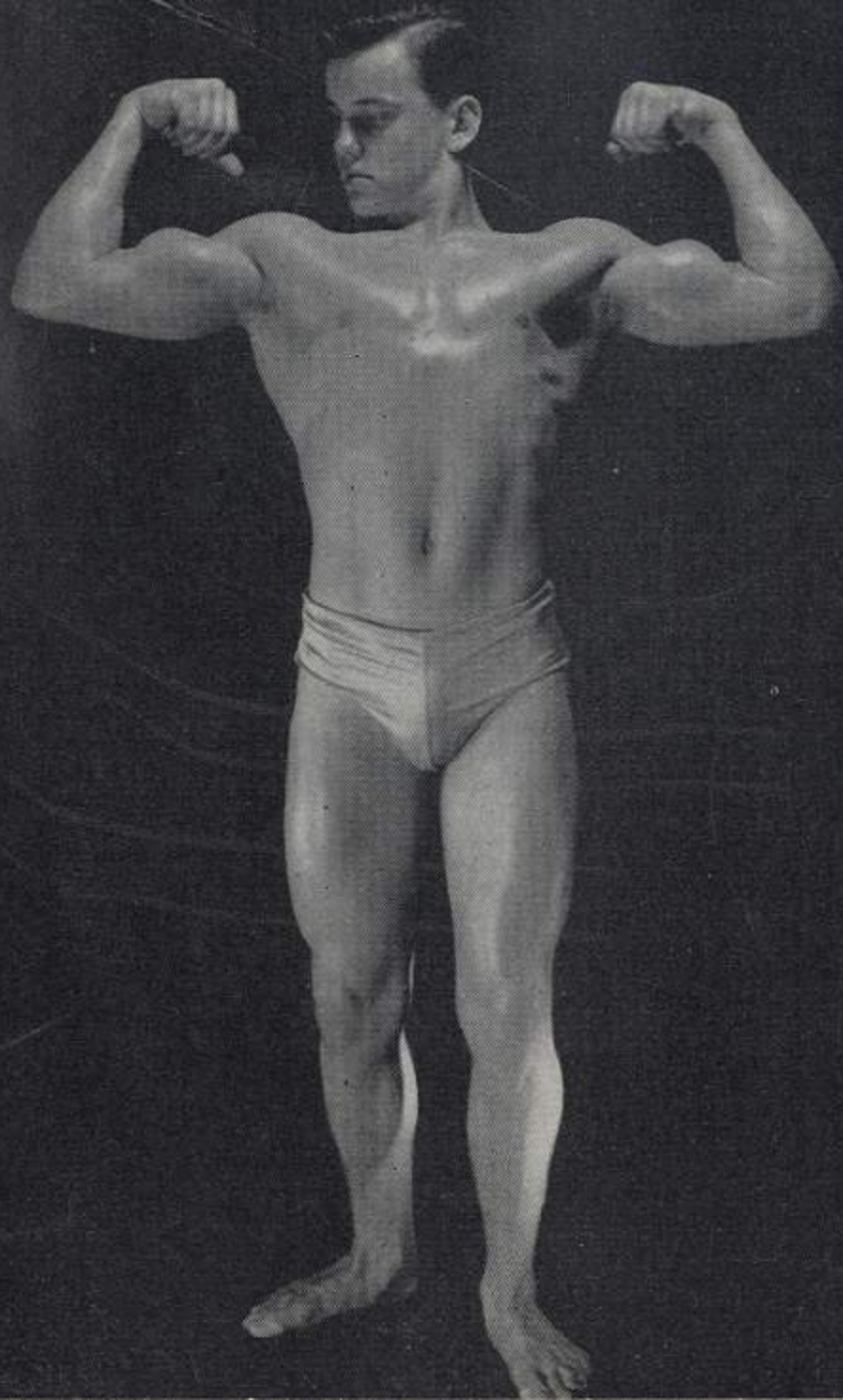
This 16-year-old boy began the famous "Before and After" training at the Irvin Johnson Health Studios with little hope of success. He showed neither an interest nor inclination to participate in athletics. He was thin, pale, and had very poor posture.

In just 35 days of concentrated effort at the studios, using the scientific nutrition and body building course developed by Johnson, he put on 14 pounds of solid muscle body weight, added 2 $\frac{1}{8}$ inches to his arms and grew $\frac{1}{2}$ inch in height.

Most amazing change was the seven inches added to his chest. The Johnson High Chest Pull (repeated dozens of times each day) was responsible for this.

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

Thus, the Johnson System has proved again that it can do more for the average body builder in a short time than that person can do for himself in a lifetime using the out-dated methods of today.





HUNGRY?

HOW TO STARVE ON A FULL STOMACH

There's a good chance that you are starving.

Maybe you're eating large quantities of food, and even developing a spare tire . . . but you still may be starving. Why? The food you eat is made up of protein, fat, sugar, starch, water, vitamins, minerals and enzymes. If you strike the proper balance among all these ingredients, you're lucky . . . and unusual. If you don't, you'll probably live, though your body is starving.

M/Sgt. Leonard L. Lassa, 29, cuts a handsome figure in his Air Corps uniform . . . is even more impressive in trunks. A native of Milwaukee, he's now stationed at Kirtland Air Force Base. Lassa started lifting in the navy seven years ago, kept up his training interest when he switched to the Air Corps. Broad shoulders, well molded pectorals, and a slim waist give him the much admired "V-Male" shape.

You may even consider yourself in "good health". (After all, a few colds a year, sinus trouble, sore throat, ear infections, skin blemishes, indigestion, constipation and bay windows are "normal," aren't they?)

Did you ever think seriously about the food you eat? Here's what happens to it:

(1) Your food comes from farms . . . many times from depleted soils which produce grains and vegetables which are low in vital minerals and food elements even before they are harvested.

(2) After your food is harvested, it is processed—canned, pickled, baked, boiled, bleached, frozen . . . and in general devitalized.

(3) After you buy your food, you cook it. You add water to the vegetables, boil away the vitamins and minerals, and pour them down the drain. You eat the pulp that's left.

Yet you can do little to correct these three factors

Continued on page 28

OUT OF THE DARK AGES

A NEW Approach to Body Building

I WAS never a 97 pound weakling. That's an important fact to get straight at the beginning.

At one time during my life, I imagine I tipped the scales at exactly 97 pounds, but I didn't remain at that point much longer than usual.

Nor was I a boy wonder when it came to physical development. Quite the opposite . . . as a youth, I suffered poor health. And like so many other sick people, I read the various health magazines for a way out of my troubles.

I imagine I was quite impressionable at the time, for one look at the colossal physiques in those wonderful magazines made my mind conjure up the grandest dreams about myself. I could almost see the muscles rippling.

And like many other sick people, I was inspired by those pictures in the magazines. I saved my money until I had enough to buy one of those magic barbell sets which was to change me into a "Mr. America."

The postman really got a workout the day the set arrived. I had sent for the "works", and for several weeks after it arrived, I was the happiest guy in town.

Month after month, I followed the course instructions to the letter. After a year of this, with no results, I began to have my doubts about the magic powers of those barbells. But determination kept me at it . . . for three long, huffing, puffing years.

AT the end of those three years, it was evident that something was wrong with the field of bodybuilding . . . or something was wrong with me! Perhaps I was the exception to the rule . . . a type of person who just couldn't be improved.

Other body builders and physical instructors told me there were thousands of others who were getting nowhere fast with their training. Knowing this, I was more certain than ever that the fault lay in the methods of training. I was encouraged

to go on with my search of the "secret".

I talked with dieticians and physical therapists, took their ideas, did some research, used myself as a guinea pig . . . and developed what is now known as "The Johnson System."

Using my new method, I increased my weight from 145 to 185 pounds in three months. (During the previous three years, I had gained six pounds.) I enjoyed really "good health" for the first time.

Basically, that three month program is the same as my present 35-day program. It has been improved, of course. The gym I opened in Chicago's Loop has become a laboratory in which to study body building and to apply my ideas and theories.

THE "Before and After" cases which have become well-known through the various health publications are all "real McCoys." They were produced under my personal supervision, and were checked by medical doctors at the



By Irvin Johnson

beginning and end of the 35 day test periods.

In those 35 days, tremendous changes took place. Not only did they develop bodies which years of old training methods could not have duplicated, but they improved in other ways. Complexions cleared up, features were stronger—more virile, they enjoyed a new feeling of self confidence.

"Huff and puff" methods of body building are as outdated as the Roman chariot. They are based on the theory that straining and forcing the muscles will cause them to grow. I'm firmly convinced that "The Johnson System" is the method which will bring body building out of the "Dark Ages."

Irvin Johnson's
HI-PROTEIN
TABLETS

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

Minimum Protein 86%
(Nitrogen 11%)

Ash 8%
Moisture 8%

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

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

This product contains no salt (sodium chloride.)

Distributed by Irvin Johnson's Health Studio
22 East Van Buren Street, Chicago 3, Ill.

WANT TO GAIN WEIGHT?

Here's really **BIG** news for body builders who want to put on muscular weight . . . fast!

Now you can get IRVIN JOHNSON'S famous Hi-Protein food supplement in easy-to-take tablet form. No fuss, no bother. Just open your mouth and swallow.

Especially designed for busy body builders, **JOHNSON'S HI-PROTEIN TABLETS** contain 86% easily digested protein . . . provide your body a convenient source of tissue building protein. Carry them in your pocket . . . to school . . . on the job . . . at home.

RESULTS? Read this letter:

"Please send me 500 of your Hi-Protein Tablets. This will be my second can. I **GAINED TEN POUNDS ON THE FIRST CAN.** I've taken protein before, but these really do the trick. Thanks again."

F. C., Jr. (Name on request)

Rocky Mount, North Carolina

(NOTE: Read the "IMPORTANT NOTE" about our testimonials on page 25.)

JOHNSON'S HI-PROTEIN TABLETS are also one of the major food supplements used in producing the famous "Before and After" cases.

Our exclusive, scientific process frees the vital amino acids in **JOHNSON'S HI-PROTEIN TABLETS** . . . makes them more available for body use.

Many body builders may not be getting desired results from the proteins they eat because they are unable to properly assimilate them. The free Amino Acids in **JOHNSON'S HI-PROTEIN TABLETS** help put protein to work.

Now available only through Johnson's Health Studios in Chicago. Get results. Send for your supply today. No C. O. D. orders, please.

250 Hi-Protein Tablets \$5.

525 Hi-Protein Tablets \$10.

1,100 Hi-Protein Tablets \$20.

JOHNSON'S HEALTH STUDIOS

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

TOMORROW'S MAN BEEF ROLL

The word "diet" in the past has taken on an ugly meaning. Just the mention of the word brings up unpleasant thoughts about eating what you don't want . . . or doing without something you do want.

A diet can be a truly enjoyable experience, for there's no limit to the number of the things that are both (1) good for you and (2) good to eat.

Our staff dietician, working in the Johnson Health Studio food laboratory, has whipped up this recipe for a meat dish that meets both requirements. Inexpensive, too.

BEEF ROLL

- 2 lbs. chopped beef
- 1 tablespoon chopped parsley
- ½ teaspoon onion juice
- ½ lemon rind (grated)
- 2 eggs
- 2 tablespoons melted butter
- Dash of grated nutmeg
- ¼ cup Johnson's plain Hi-Protein Food

Combine ingredients and shape into roll 6 inches long. Put on a rack in dripping pan and bake in hot oven for 30 minutes. Baste every 5 minutes with ¼ cup melted butter. Serve.

MUCH NEGLECTED

The Military Press

If, by some strange turn of fate, everyone forgot all the hundreds of barbell exercises ever conceived by man, and I were given the power to teach only one, I would teach the Military Press.

The Military Press builds deltoids and triceps . . . IF there is sufficient nutriment in the blood stream. It is just those muscles which make a man look like a man.

Yet, as highly as I value it, I think it is the most neglected of all exercises. In the past we have been told to do squats, dead lifts and leg presses. Doing these exercises was supposed to stimulate inner glandular and organic functions and thus produce a good effect on the upper body.

Personally, I think this is quite the reverse. Working on the legs develops bigger legs and bigger hips, but not bigger arms and chests. Emphasis on squats tends to broaden the hips and strain

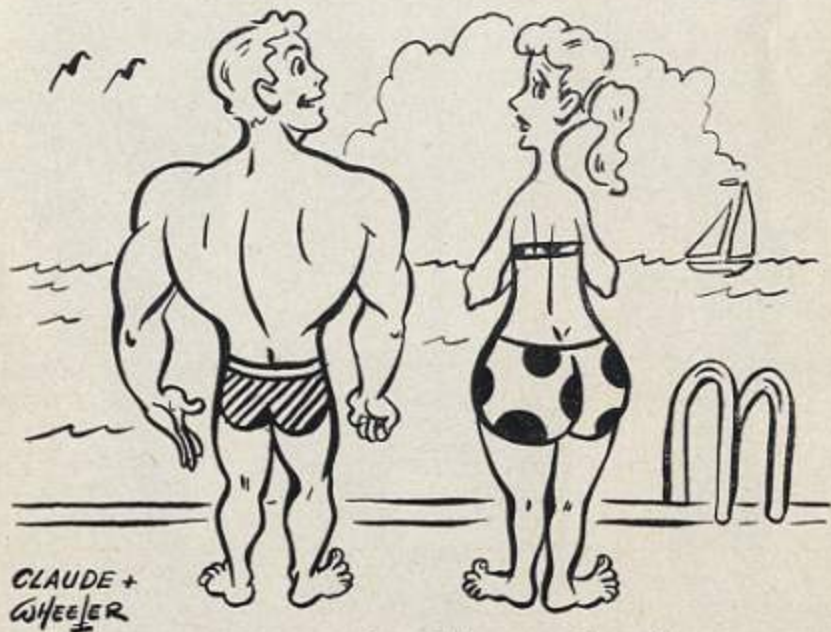
the back. With big hips and overhanging pecs, the body builder begins to look something like a powerful female.

I think too many body-builders have been paying too much attention to the tape measure. Stress has been placed on the 18 inch arms, the 48 inch chest and so forth, with little thought to grace and symmetry. This is a far cry from the smooth lines of the idealized Greeks and Romans.

This over emphasis on tugging at the tape measure has struck a sour note in the body builder's relations with the

general public. How many times have you heard a layman say "I certainly wouldn't want a build like that." when looking at a muscle bound giant? On the other hand, I have heard little criticism of men in the Steve Reeves category with their well developed calves, clean cut waists and broad shoulders.

When the body builder begins thinking of development in terms of how it looks in the mirror or on the beach, instead of how it looks on a chart, the sport of body-building will grow.



"I got mine doing pushups"





HOW TO DO THE Military Press

STARTING POSITION:—

Hold weight at shoulders. Elbows are well forward; thumb in line with ends of shoulders.

HALF-WAY POINT:— Press barbell straight up and back over the head as in last column. Bar travels in slight curve from chest to overhead position.

COMPLETE CONTRACTION POINT:—

Once weight is overhead and arms locked, pause slightly. Then lower it. As soon as weight reaches chest, press it overhead immediately, as if your elbows had just touched a hot grill. Inhale as weight goes down. Keep back straight. Weight used depends on number of reps and sets. **Never strain** . . . use a weight which you feel you could press 3 or 4 more times than required.

If you are specializing on the press, use it as every other exercise during your workout. **OR** . . . do a set of 12 reps every five minutes for an hour. (Start with six sets and work up to 12 gradually to avoid back and shoulder trouble.) Using heavier weights, do 12 sets of 3 reps, once a week, resting two to five minutes between sets.

THINK IT OVER

Common Sense

Common sense is the most uncommon kind of sense. It is the kind of sense you need most and should be in more general use than it is. It is worth more than all the education in the world.

But you can't "study" common sense. You can't get it at school and you can't get it out of a book. You have it, or you don't have it.

I know of more than one business concern which employs the cream of the crop in the way of formal education. The bookkeepers, accountants, salesmen and time keepers are all well educated men, but the big boss is a graduate of the school of hard knocks. The founders and owners of these businesses had the plain ordinary common sense to see a need for a product or a service . . . and the common sense to market it.

This is not to say that the bookkeepers and accountants knew less than the boss . . . or that the boss knew more than his workers despite the fact that he lacked formal education.

The important point is that he made practical use of the information that he did have.

This is certainly no argument against higher education, but all the knowledge in the world is worthless if you don't know how to use it.

A college professor was asked by his wife to repair a leaking faucet. It was a common matter, but the professor went about taking the entire sink apart. A plumber was finally called in to reassemble the sink and the pipes. He stopped the dripping faucet by simply replacing the worn washer.

There is another story on the same theme but it is so old no one seems to know if it is true. During a civil war a few hundred years ago, a king and queen found themselves alone in their castle in the middle of winter. The servants had rebelled and left, and the two soon found themselves shivering in the cold. Eventually, they froze to death. Neither, it seems, had the common sense to build a fire.

Every man has two educations. The first he gets from other people . . . parents, friends, teachers. The second education he gives himself.

Lincoln had little of the first, but he had an overabundance of the second. He was a shrewd observer of life, and knew how to use the common things of life.

An old story concerns Lincoln as a young lawyer defending a man who was on trial for killing a mad dog with a pitch fork. He was being sued by the dog's owner. When the dog's master asked why the defendant did not ward off the charging animal with the blunt handle end of the pitchfork, Lincoln asked, "Why didn't the dog use its blunt end in attacking the man?"

He won the case.

At the beginning of this article, the statement was made that you either had common sense or you didn't have it. Possibly this was an exaggeration, for all of us are endowed with something related to common sense. But for all practical purposes, many of us do not have it because we don't use it. **You can cultivate what you have by close observation of the little things and then actively put these observations to work for you.**

An Important Note

We at the Johnson Health Studios will be the first to admit that the testimonials about our food supplements sound fantastic.

Through constant experimentation, development, and use, we have shown that amazing results are possible. Our famous "Before and After" cases are living proof of this statement.

But we want to be entirely honest. **EVERYONE DOES NOT MAKE THESE TREMENDOUS GAINS!**

We do not wish to create false impressions. We know that hundreds have enjoyed astounding results. We merely invite you to see for yourself.

Testimonials from other users are hard to believe. We want you to write your own testimonial.

Today's dogs can now look forward to longer, healthier lives according to the National Dog Welfare council. When the council was founded in 1928, dogs ate the scraps from the master's table. Now, Americans spend \$175,000,000 yearly on protein-rich prepared dog foods, and Fido is reaping the benefits.

STAVES WINS

K. C. SHOW



The Winner! **HARRY STAVES** is pictured above as he accepted this year's "Mr. Heart of America" title.

Of interest to potential body builders is the fact that Staves developed his physique in a relatively short time. He is a "Before and After" man . . . lived and worked out at the Irvin Johnson Health Studios in Chicago this past summer.

The three winners and Bickel all used concentrates.

26

Harry Staves was crowned "Mr. Heart of America-1952" during the Weight Lifting and Physique contest held in Kansas City, Mo., September 13. Runners-up were **James Schwertley** of Omaha, and **Eddy Zale** of Chicago. Staves, a native of Kansas City, also won the best back and best chest titles. Schwertley topped the best abdominals and best legs competition.

Best arms title went to 18-year old **Zale**. **Jim Park**, of "Mr. America" fame thrilled the packed house with a spectacular display of muscular coordination. Another demonstration (breaking bricks and driving nails with bare hands) featured **Jess Wyant**, weight-lifting instructor at KC's Downtown YMCA.

Vern Bickel of Kansas City did 16 reps of the prone press with 215 pounds to win the first weight event. **Howard Kornacki** and **Jim Booker**, tied for top honors in the second event, the squat. Kornacki used 295 pounds; Booker, 235 pounds.

Zale posed for the Military Press pictures on pages 22-23.

PICTURES

Our **BACK COVER** photo is of **HAROLD ZINKIN**, a popular body builder of California. **AL URBAN** was the photographer. We are happy to have him as a contributing photographer from the New York Metropolitan area. Body builders interested in having superior physique studies made may contact him at 406 East 73 Street, New York 21, N. Y.

The **INSIDE FRONT COVER** is a startlingly inspiring picture by the world famous **LON**, of **FRANK GIARDINA**. Giardina is a top photographer in his own right. Also a contributing photographer from New York, Giardina's address is 408 Second Avenue, New York 10, N. Y.

The full page picture of **LEONARD LASSA** on page 14 is the work of staff photographer **LEONARD LOD-AREK**, taken on location in the desert near Kirtland Air Force Base, New Mexico. Staff photog **DOUGLAS WHITE** took the picture of **HOMER CHELEMENGOS** on page 4. Editor **IRVIN JOHNSON** is responsible for the cover and other shots.

EDDY ZALE, who is only 18, captured the Best Arms honors at the "Mr. Heart of America" show. His upper arm tops 16½". Zale is a steady trainee at the Johnson Health Studio and is being groomed for a possible appearance in next year's "Mr. America" contest. Zale is one of the most clean-cut, polite and conscientious fellows we have ever known. He is employed in a plastics factory and is the sole support of his family. He is a real asset to the sport of body building.



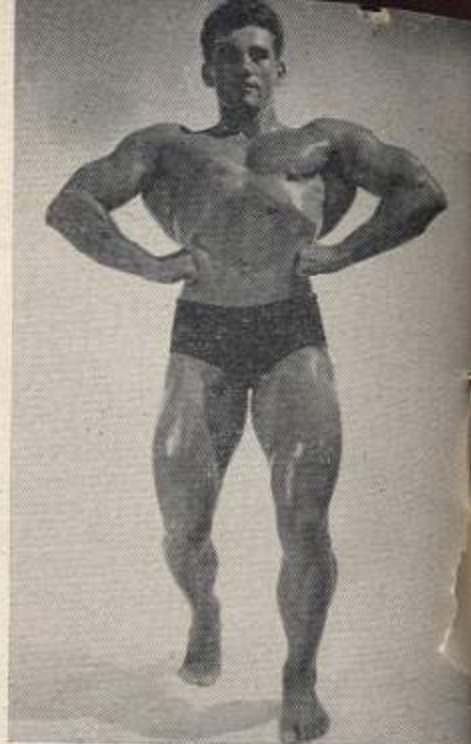
HUNGRY? (Continued)

which govern what you put in your stomach. You just sit back and suffer the consequences. (You can help the situation by careful diet selection. For instance, use whole wheat flour products instead of breads made of white flour. Use dark brown sugar or honey instead of white sugar. Eat meat, eggs and dairy products.)

The appetite is satisfied when sufficient bulk comes into the stomach. Thus, even after a big meal, the body may be starving for a full supply of vitamins and minerals it needs to keep the body machine in working order. This "hidden hunger" has no outward gauge. The stomach tells you when it is full, but the glands and organs keep quiet about a lack of vitamins and minerals . . . until a deficiency disease appears.

An effective dietary supplement can do much to bring your nutritional standard up to a level where really good health is the rule rather than the exception.

Such improved nutritional standards would add 10 years to the virile life span of the average human, according to a top U. S. Public Health Service official.

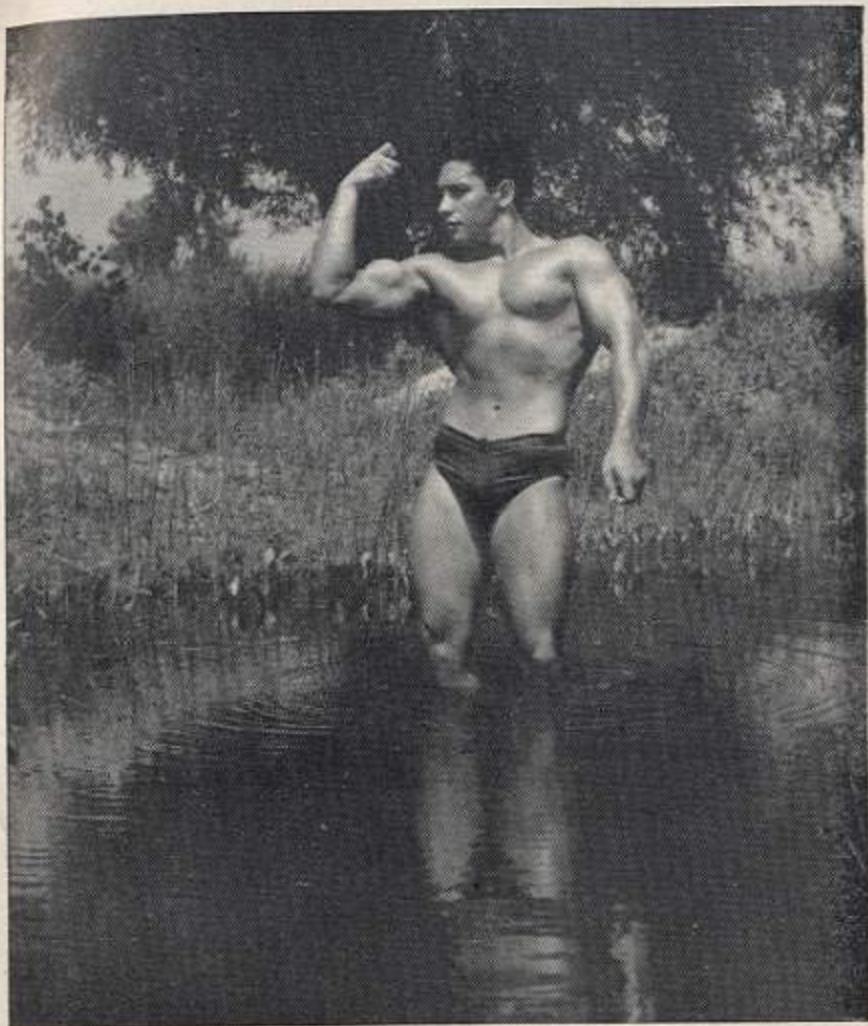


Latissimus dorsi is the full Latin title for "lats." Whatever you call them, **RALPH BRUNHART** has them. Brunhart has won the "Mr. Wisconsin" title and was an entry in the "Mr. America" show. He's a Johnson pupil.

Good health is the most priceless possession you have. Without it you are unable to work, earn an income, and provide all the other assets that spell success in modern life. A few cents a day for diet supplement is a small investment in a better YOU . . . for a better tomorrow.

**Page
Missing**

**Page
Missing**



© 1954 Johnson Hi-Protein Tablets

BEST PICTURE OF THE MONTH summary

readers is this shot of **FRANK CUVA**, a handsome and impressively built body builder of Detroit. Cuva writes that he is "very much satisfied with the results" of the **Johnson Hi-Protein tablets**.

