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#1 DEC./25¢

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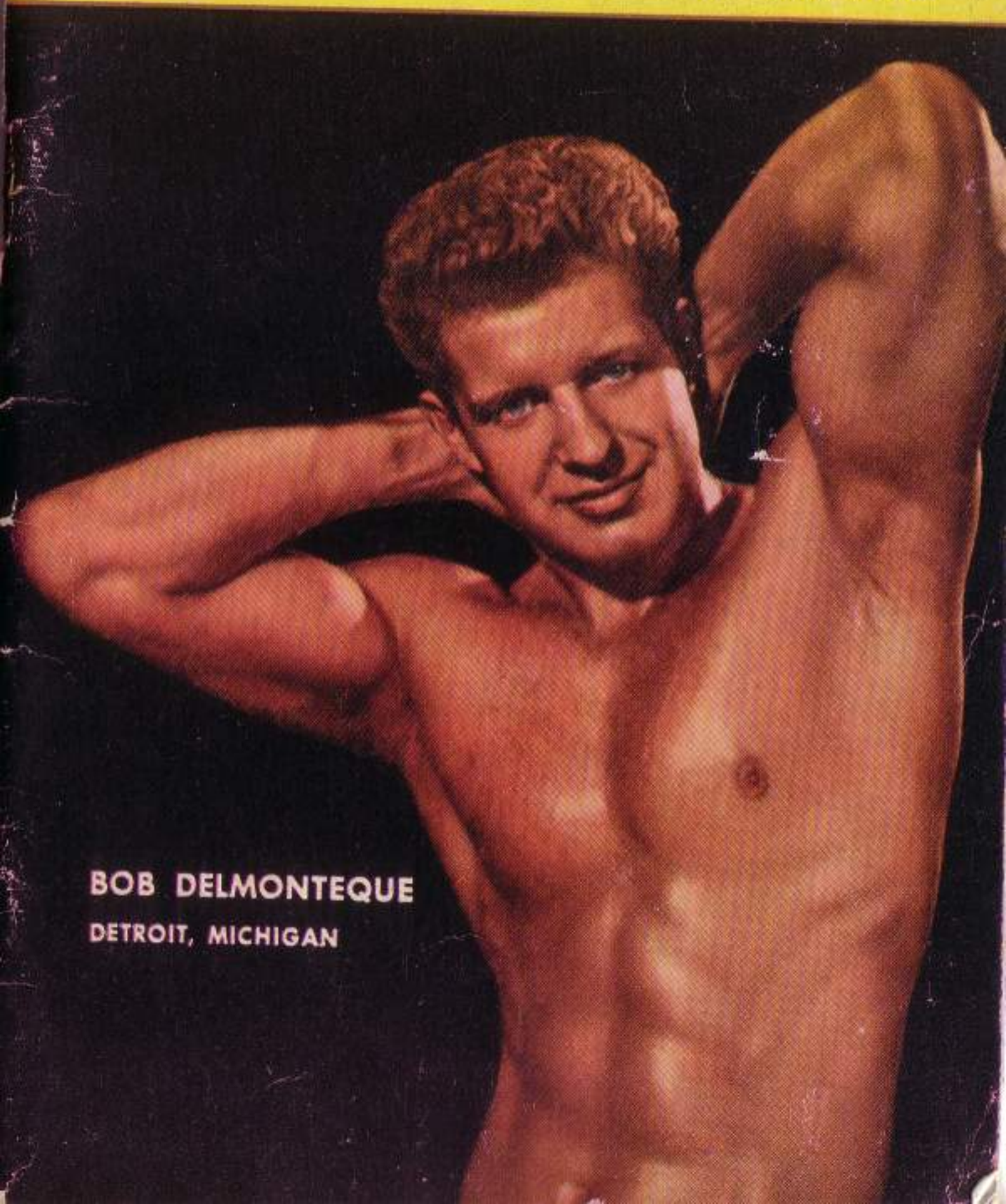
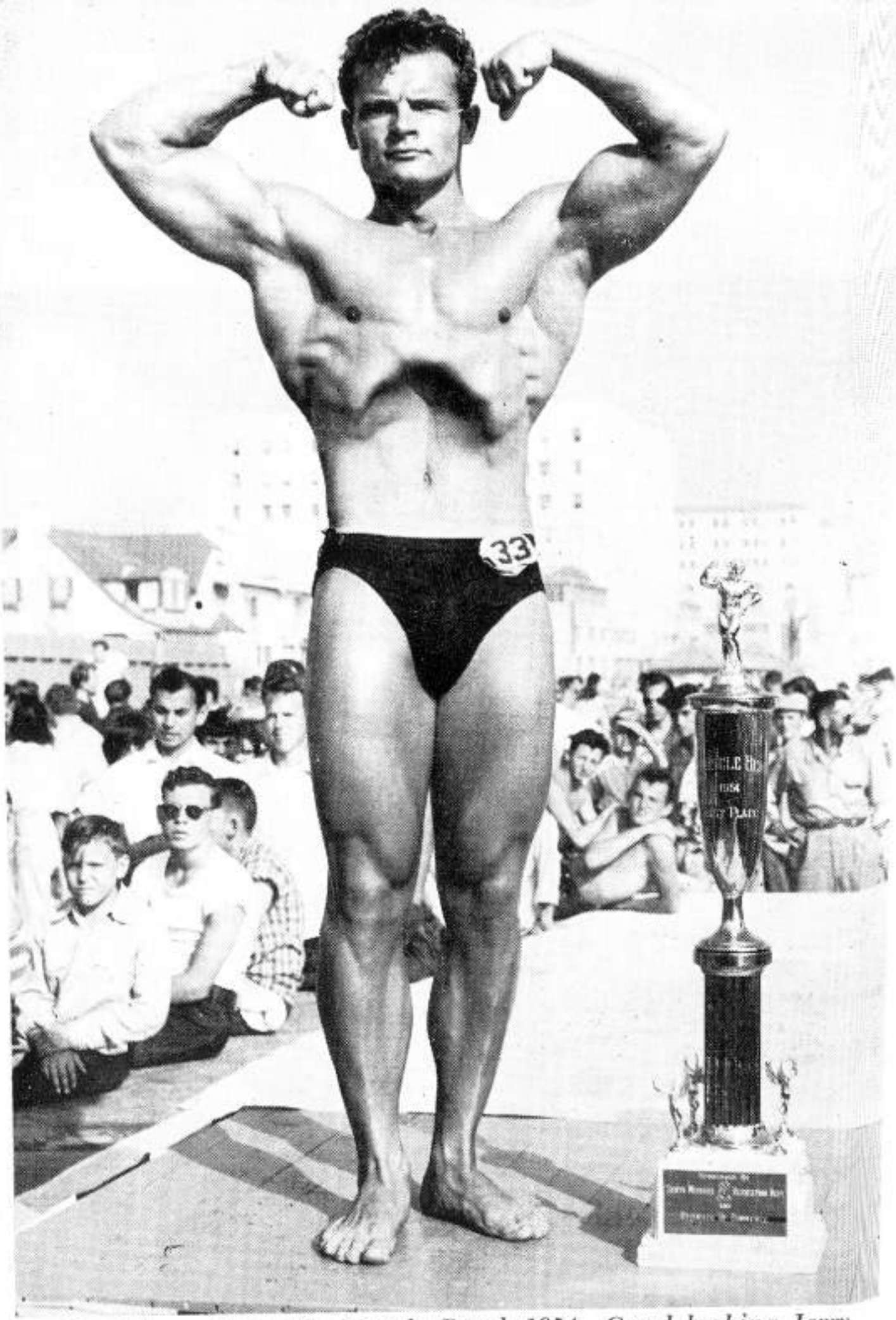
ADONIS

THE ART MAGAZINE OF THE MALE PHYSIQUE

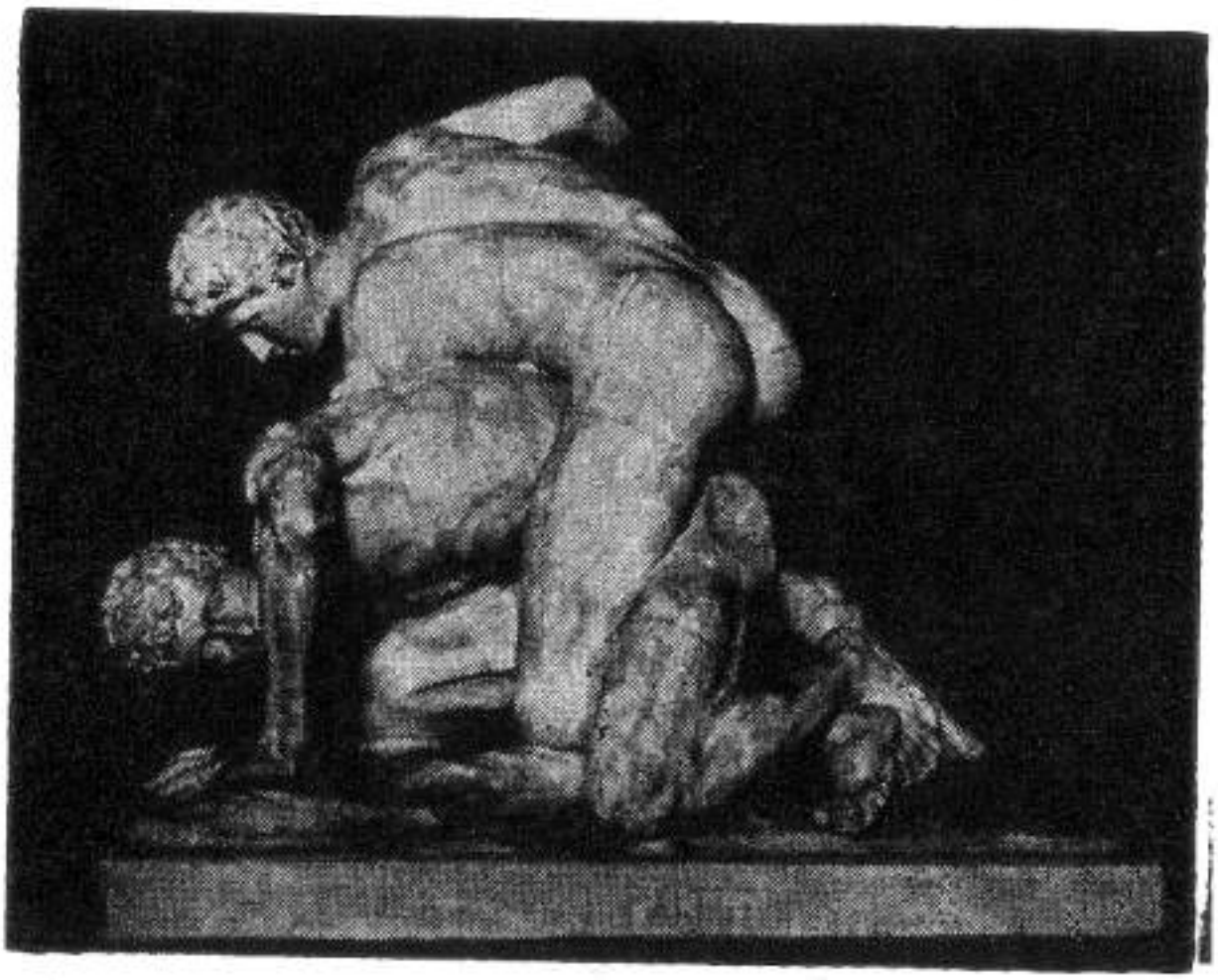


BOB DELMONTEQUE

DETROIT, MICHIGAN



Meet Jerry Ross, Mr. Muscle Beach 1954. Good looking Jerry had to beat out stiff competition to win this important West Coast title. . . . . BRUCE



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Foreword

It has always been the policy of Weider Publications, through our magazines "Muscle Power" and "Muscle Builder", to make available to our readers every bit of useful information, discussion, and instruction which would enable them to enjoy a fuller and richer life through the possession of a strongly-built and perfectly-maintained body.

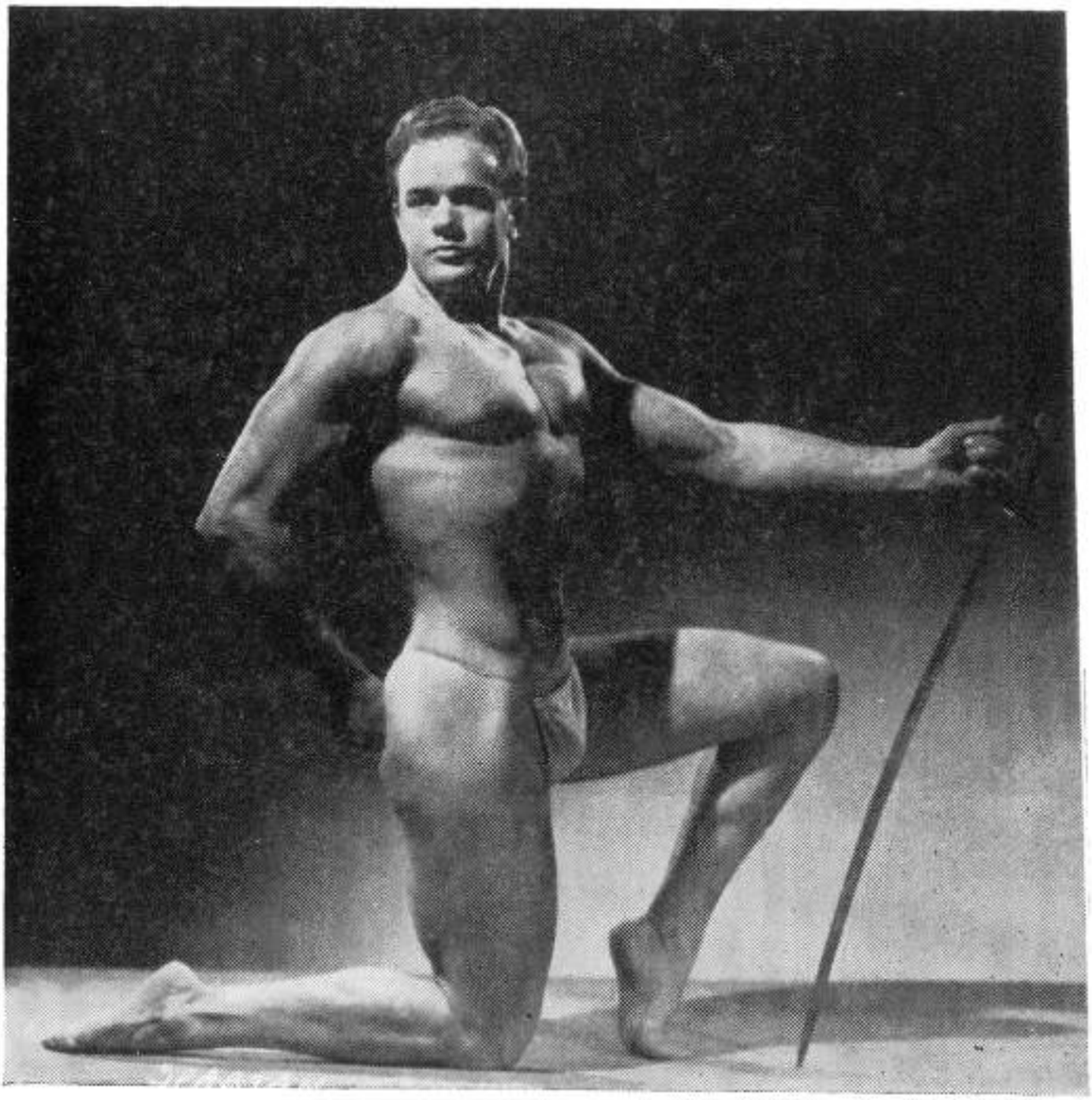
Yet if we regarded the achievement of a high degree of muscularity as a final end in itself, we would have shirked our duty to our readers and you, our friends, would be poorer through our lack of initiative.

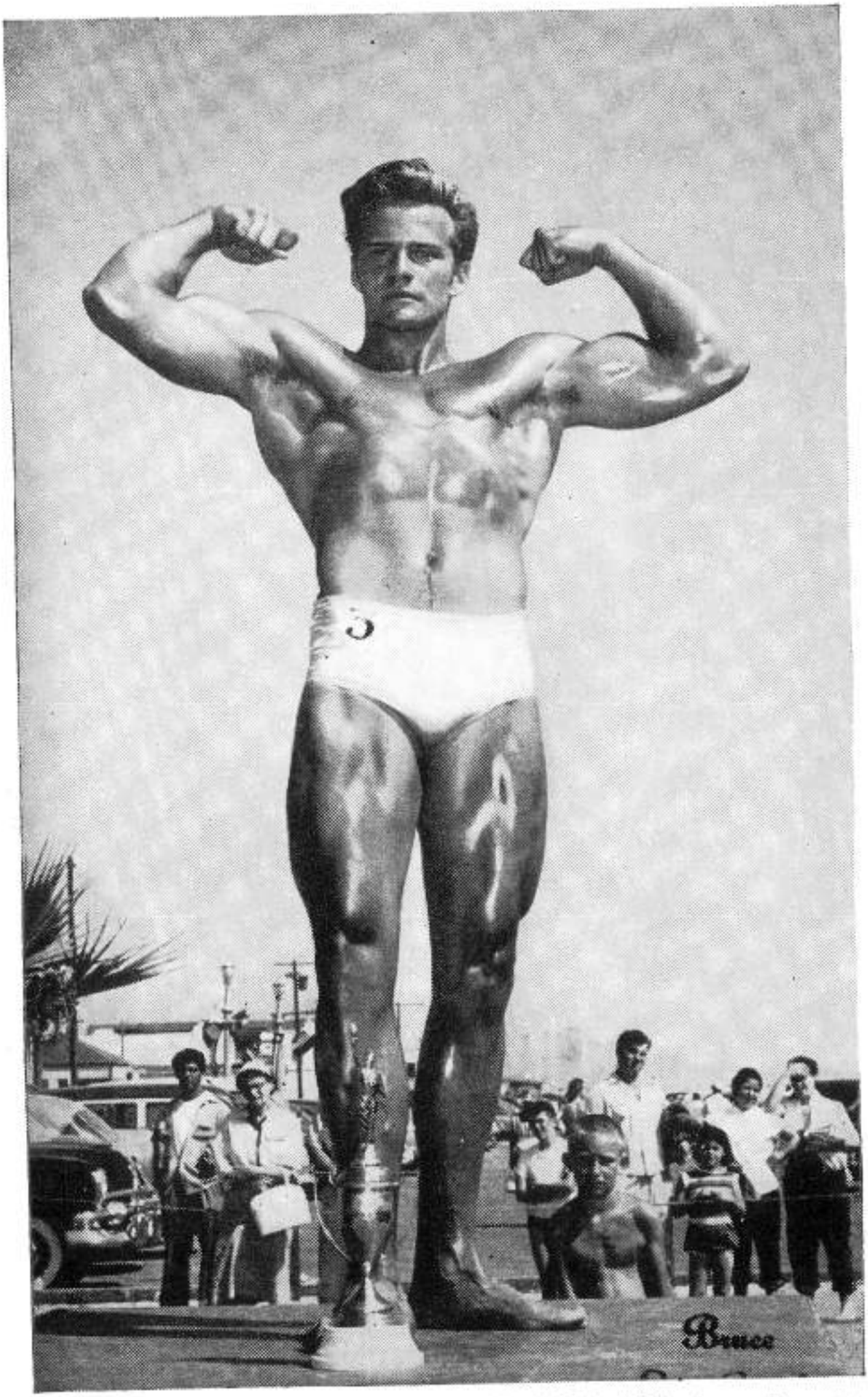
It is to this end of complete personal development that

(Continued on page 60)

CLARENCE ROSS by Warner
"The Winner And Still Champion"

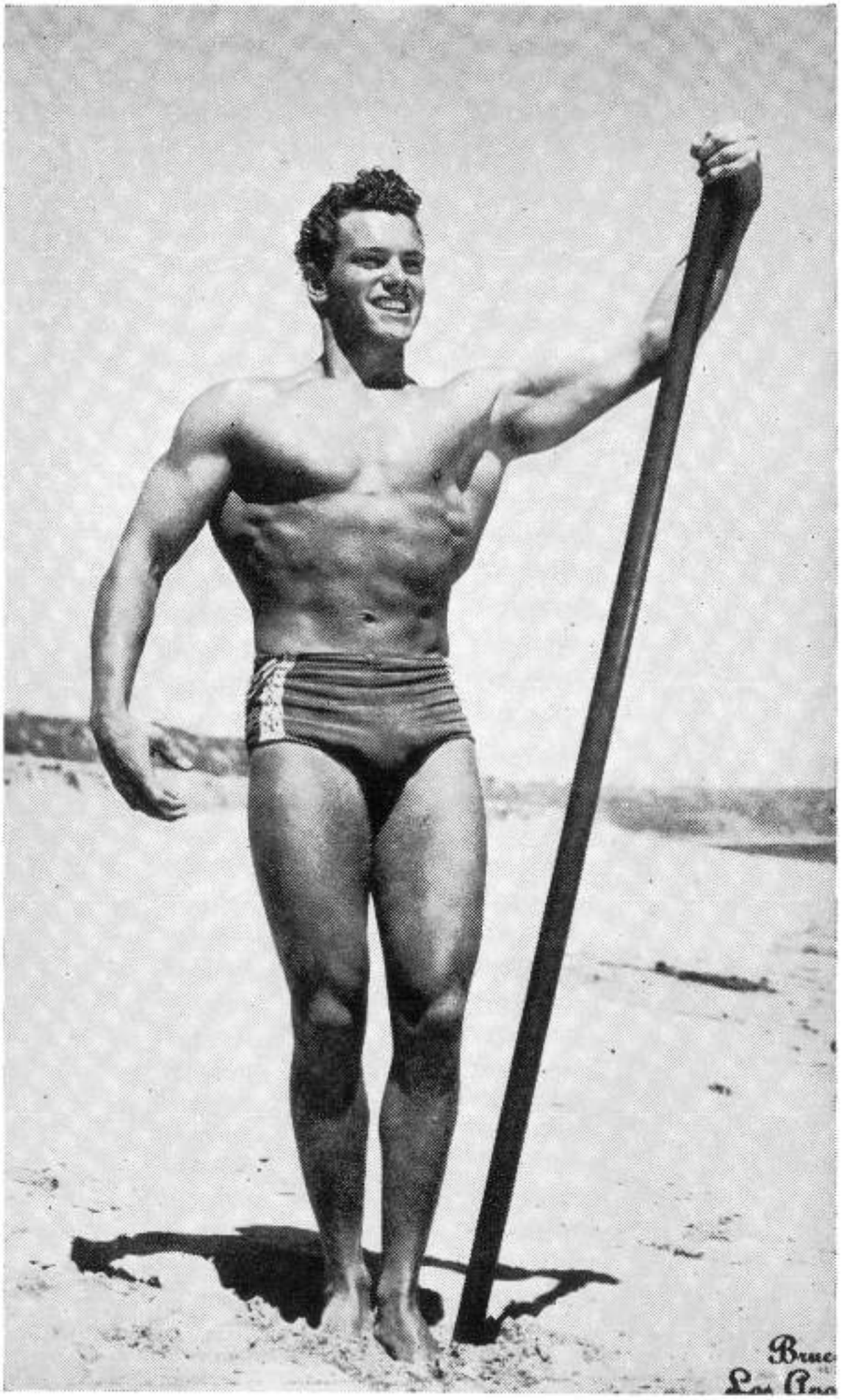
FRANK MEAD by Spartan
Handsome young West Coast Adonis. A study of controlled power





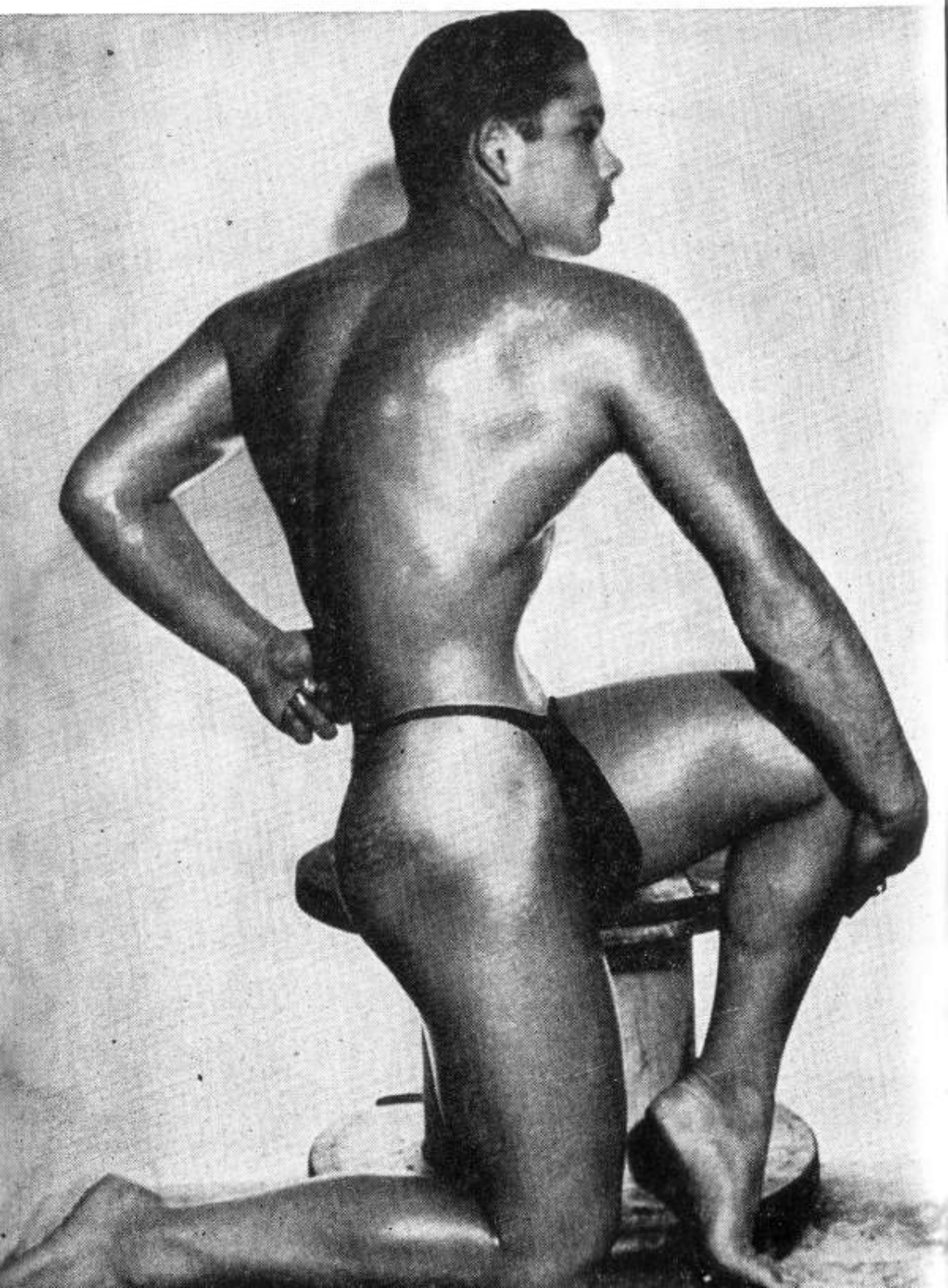
LYNN LYMAN by Bruce

Third place winner "Mr. Surfestival 1954"

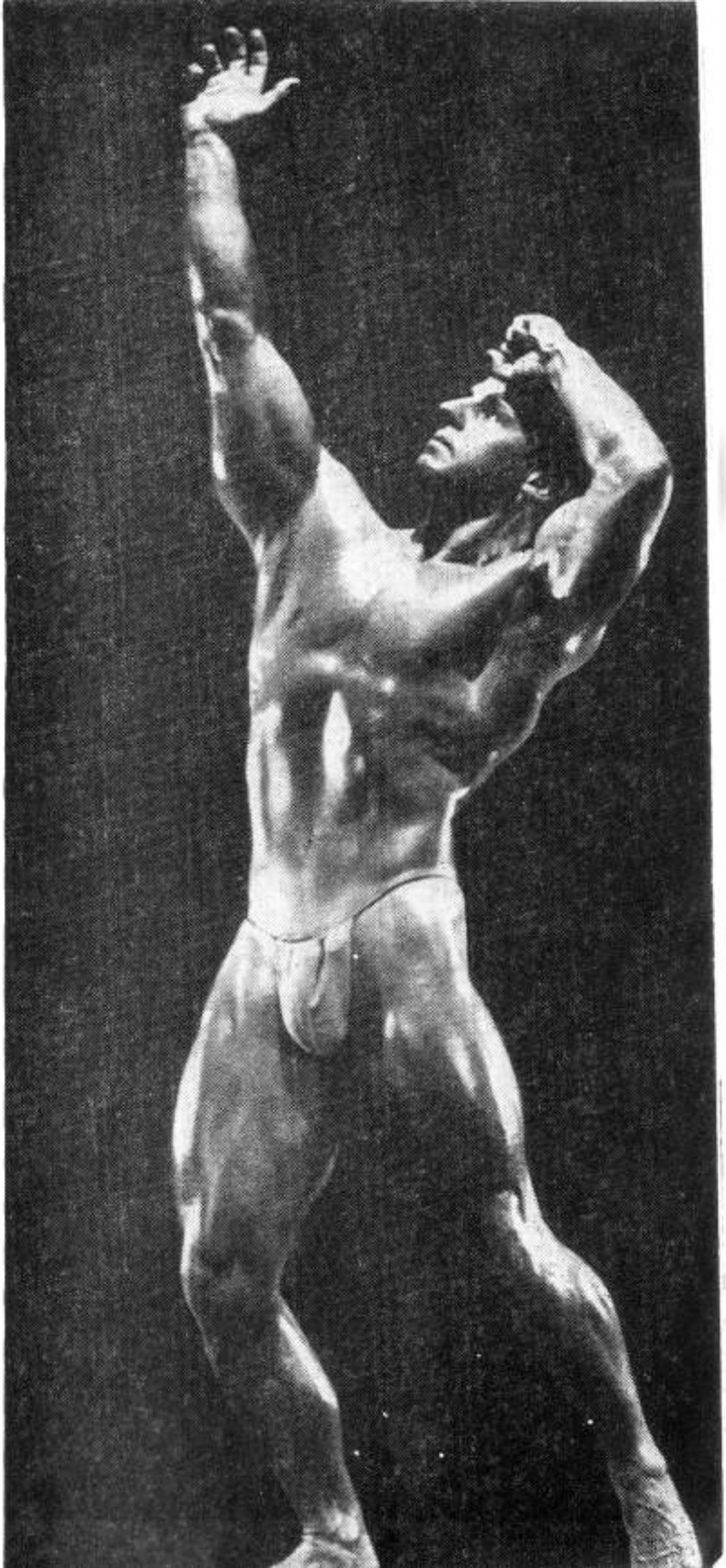


JIMMIE LAWLOR by Bruce

"Mr. Muscle Beach of 1948"



HARRIS LUBOW
by Forbes
Although his real age is sixteen . . . he's all man and a yard wide



ED THERIAULT
by Lanza
Undisputed holder of the title "The World's Best Developed Short Man"

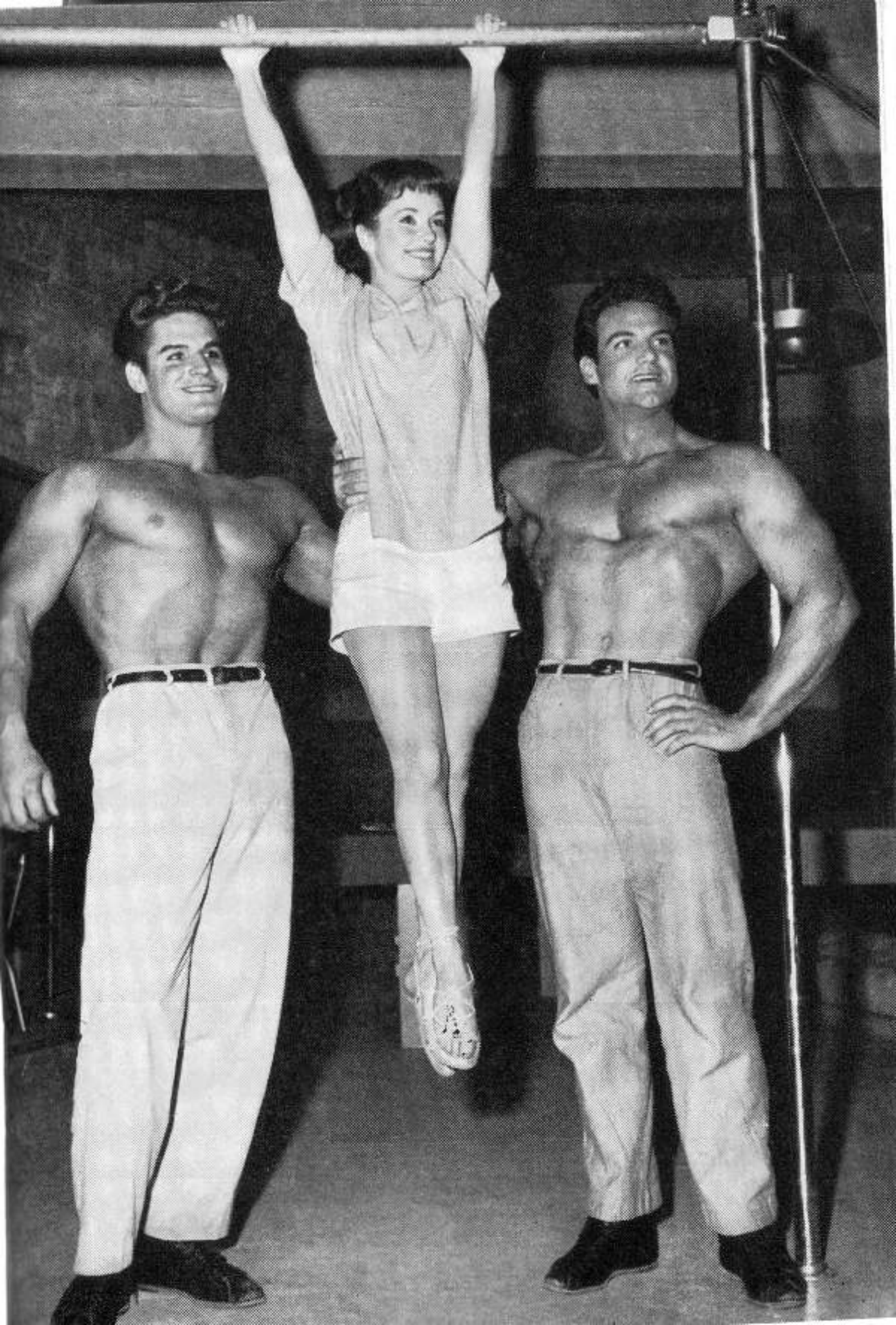
MGM'S "ATHENA"

features
STEVE REEVES . . . RICHARD DUBOIS
and others

Probably no event in motion picture history has been so eagerly awaited by readers of this magazine as MGM's new technicolor musical, "ATHENA", starring that Adonis of bodybuilders, Steve Reeves, together with the 1954 Mr. America, Richard DuBois, and practically the entire contingent of Muscle Beach, California.

The distaff side of the picture is held down by Jane Powell, and Debbie Reynolds. Seen also are Edmund Purdom, and Vic Damone.

"ADONIS" herewith presents an exclusive preview of some of the scenes from "ATHENA".



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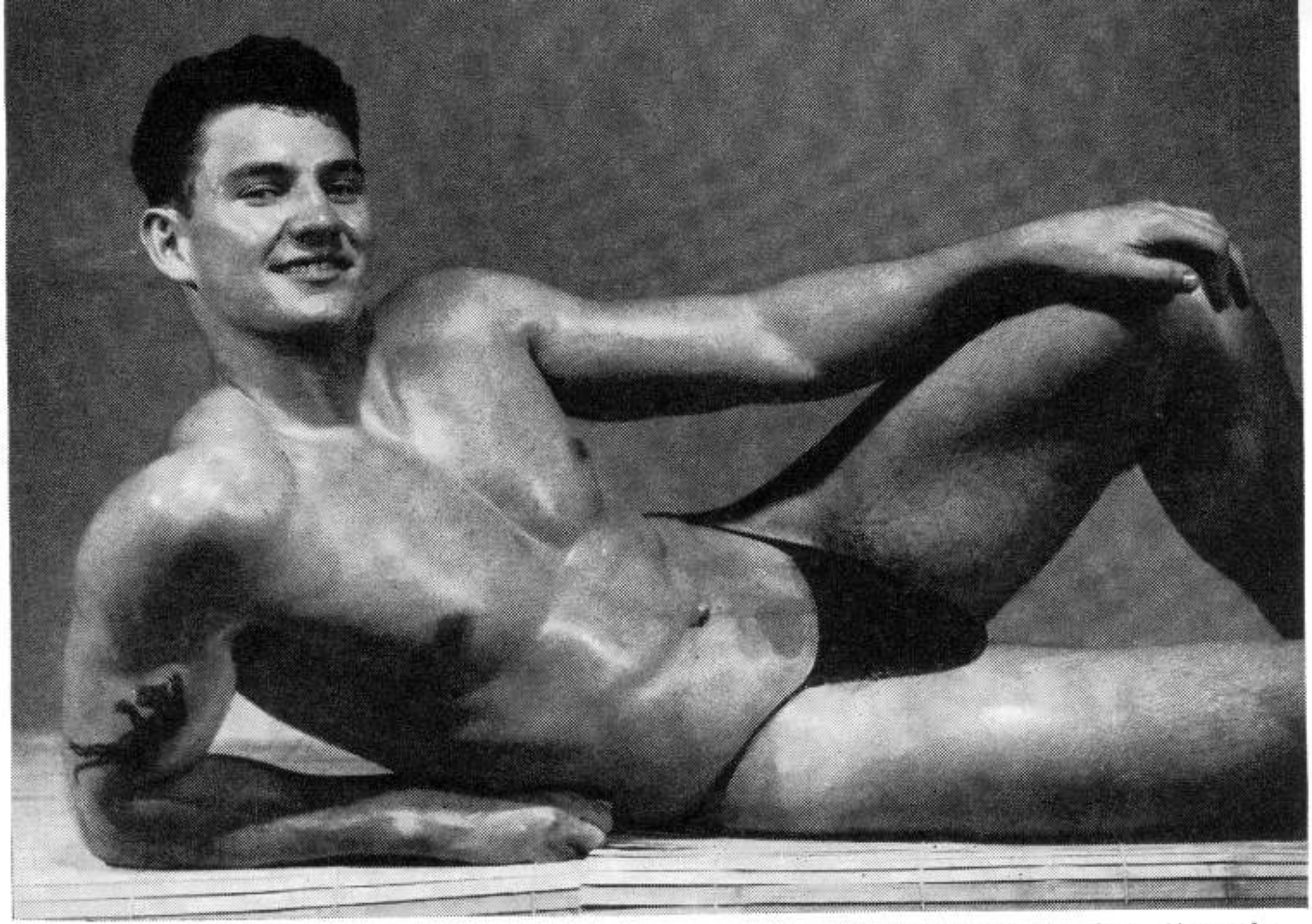
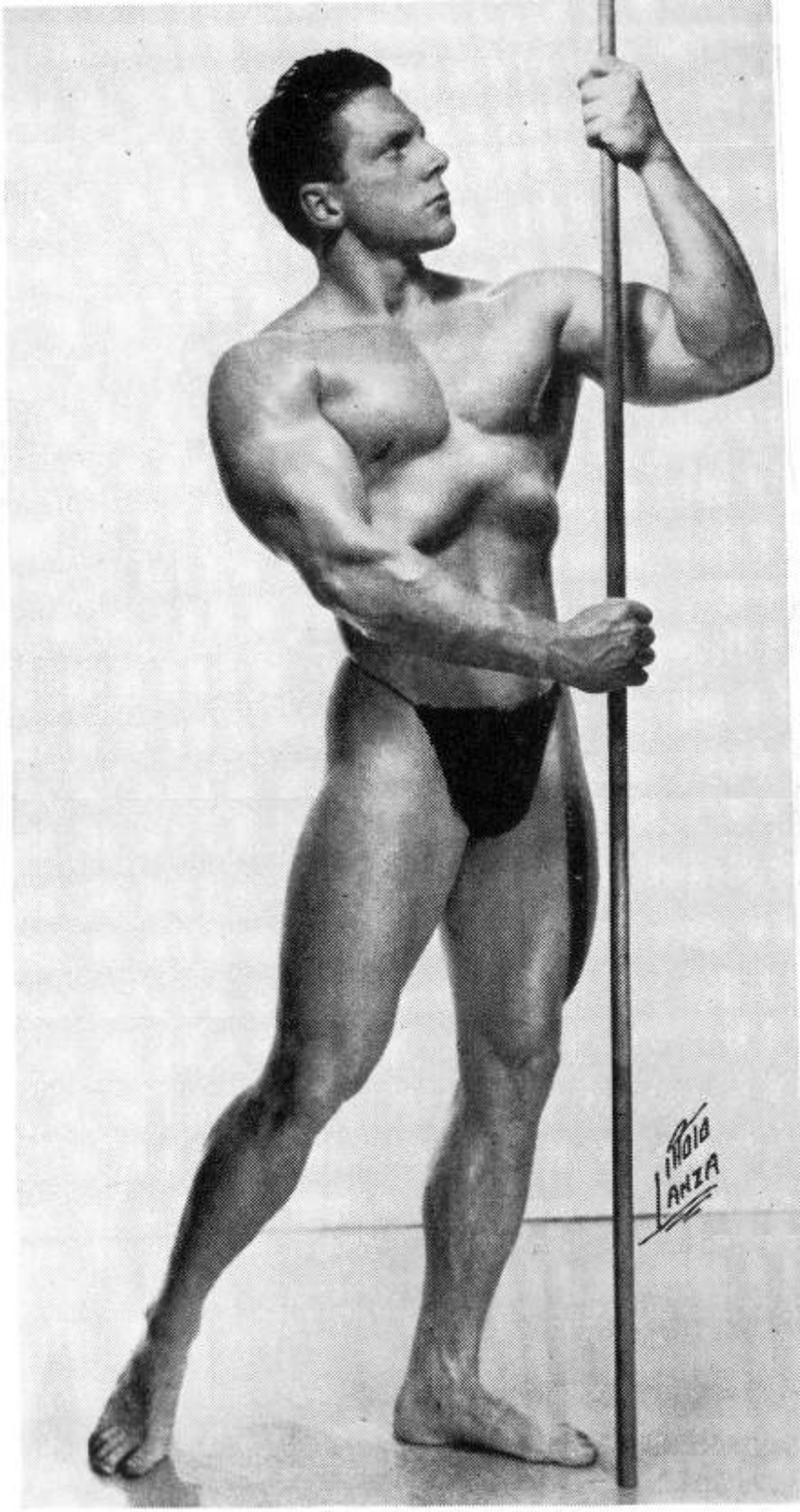
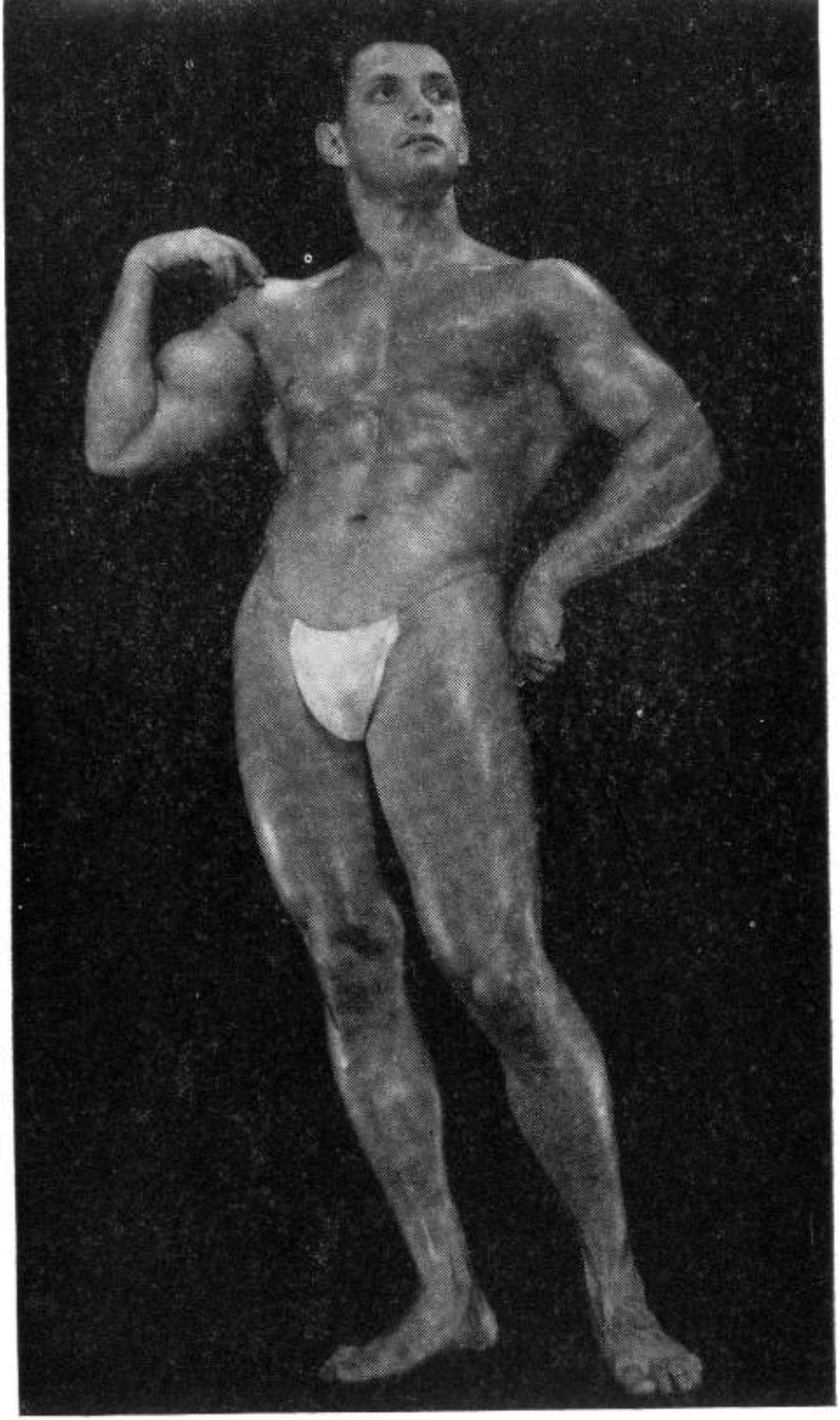


RAY RUTLEDGE by Martin

Another new star from the land of fine physiques . . . California



ALLAN PAIVIO
by Lanza
Canadian ace body-builder — professor of physical education, and Mr. Canada



ARTIE ZELLER by Lon

Popular bodybuilder and successfull young cartoonist

The case of the mangled muscles

by Allan Paivio

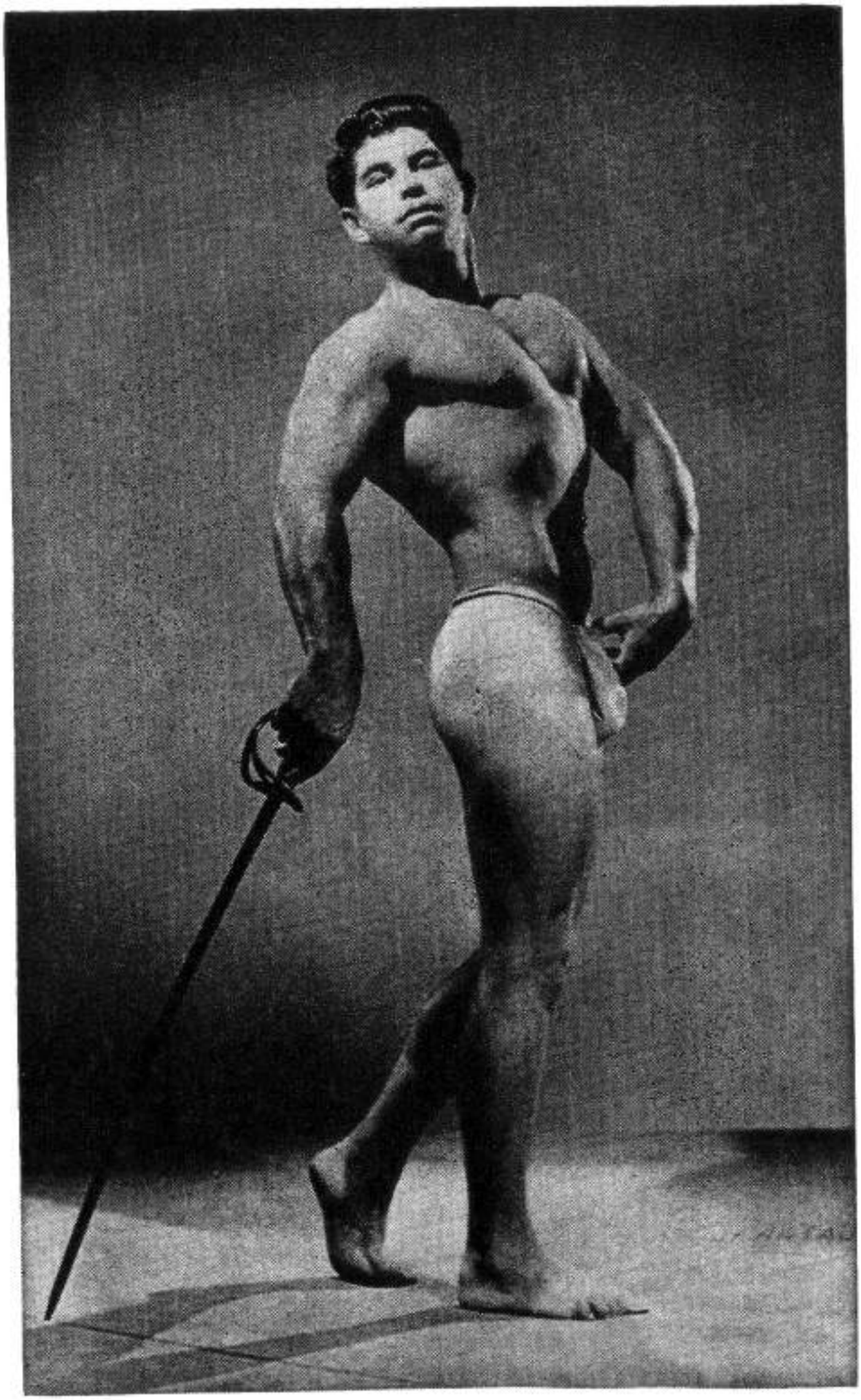
Handsome, witty, athletic Jerry Hayes was the glamor boy of our town. Grandmothers adored him . . . fond mothers dreamed of him as a son-in-law, and girls . . . well, at every dance Jerry left a pile of broken hearts behind him like clam shells after a beach party. That is, until Gloria Atkins lowered the boom on Jerry.

Blonde, dazzling Gloria had come to visit us, and Jerry, catching one glimpse of this form divine promptly turn d in his scout badge and called it a day. "Boi-n-n-n-g-g!" marvelled Jerry as he bit the dust . . ."What a doll!" But for all his vaunted charm it took him three weeks to wangle a date with Gloria.

She was a bit apprehensive about Jerry. Recalling the countless legends of his wit, charm, and derring-do she feared she might run a poor second in their initial encounter. However, had she reckoned with Joe, the corner barber she could have set her fears at rest.

About two hours before date-time Jerry floats down from Cloud #8 and lands at Joe's emporium. Sauntering through the door he sings out . . ."Joe! . . . this is the greatest, but the greatest day of my life . . . make me gorgeous, make me beautiful . . . GIVE ME THE WORKS!" And Joe, like any red-blooded barber, rallies to this battle cry like a Georgian to a rebel yell.

(Continued on page 60)

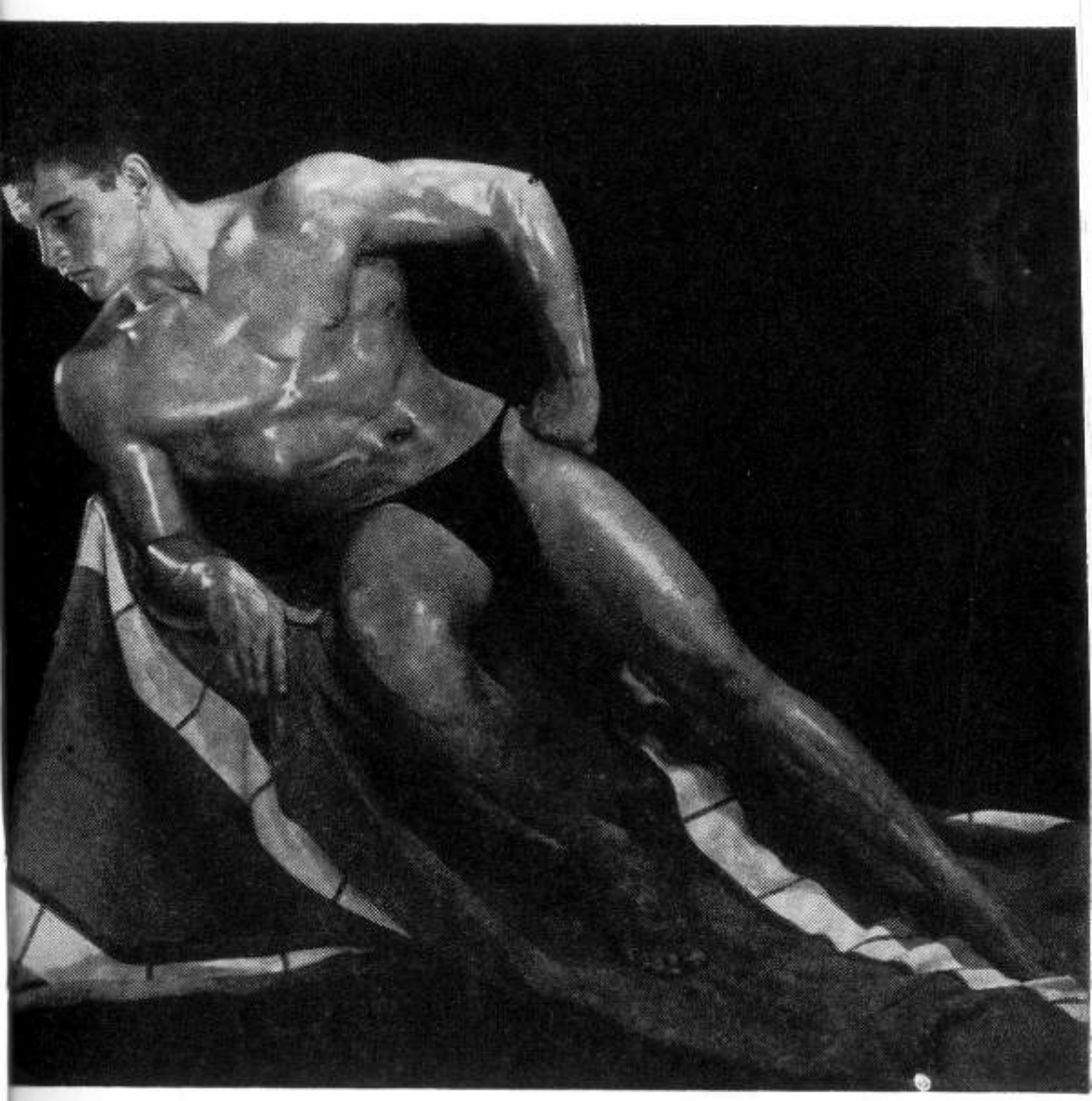


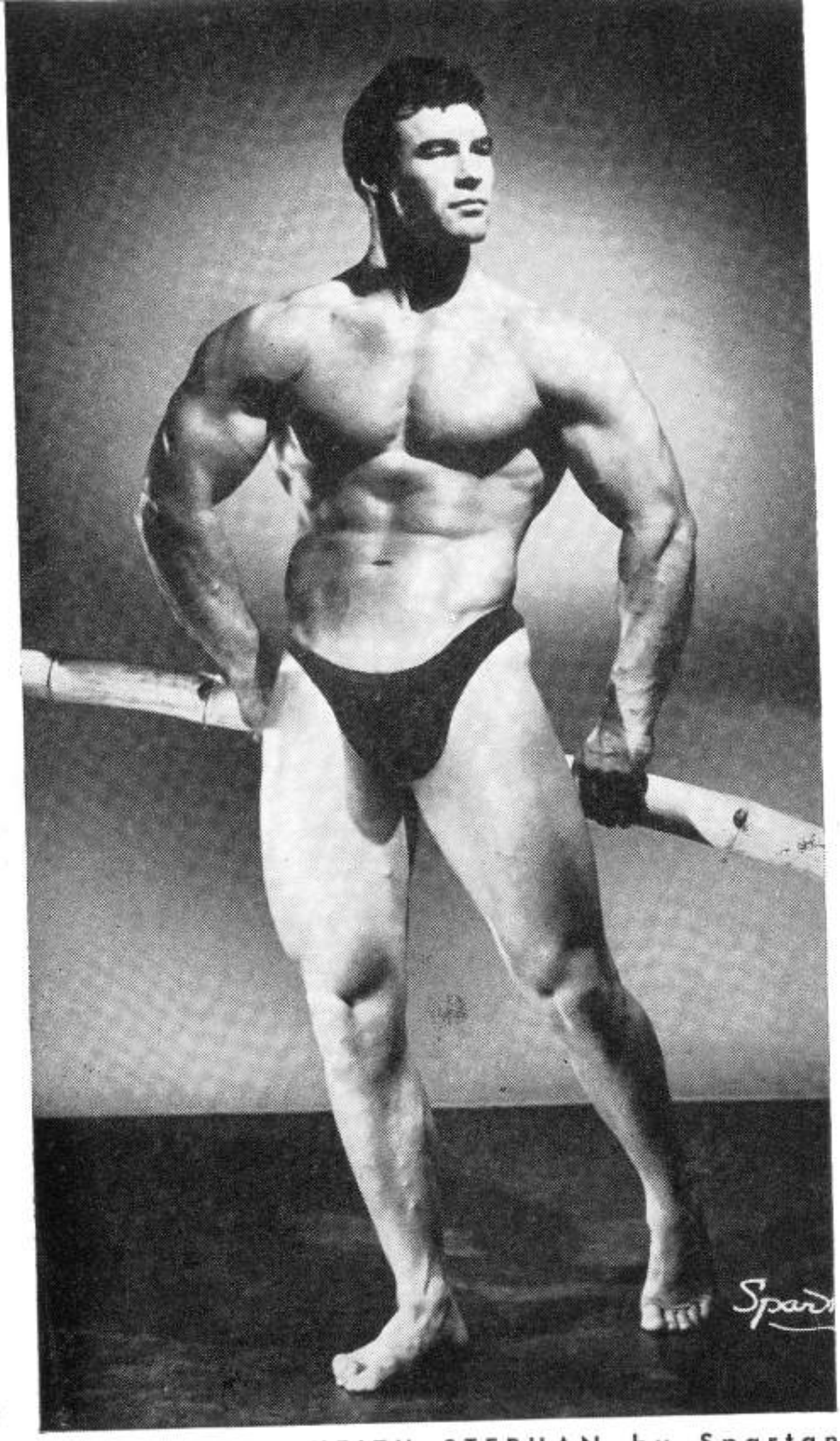
JULES ROSS by Spartan

Only 15 years of age and already an artist in posing

JACK DEAL by Lon

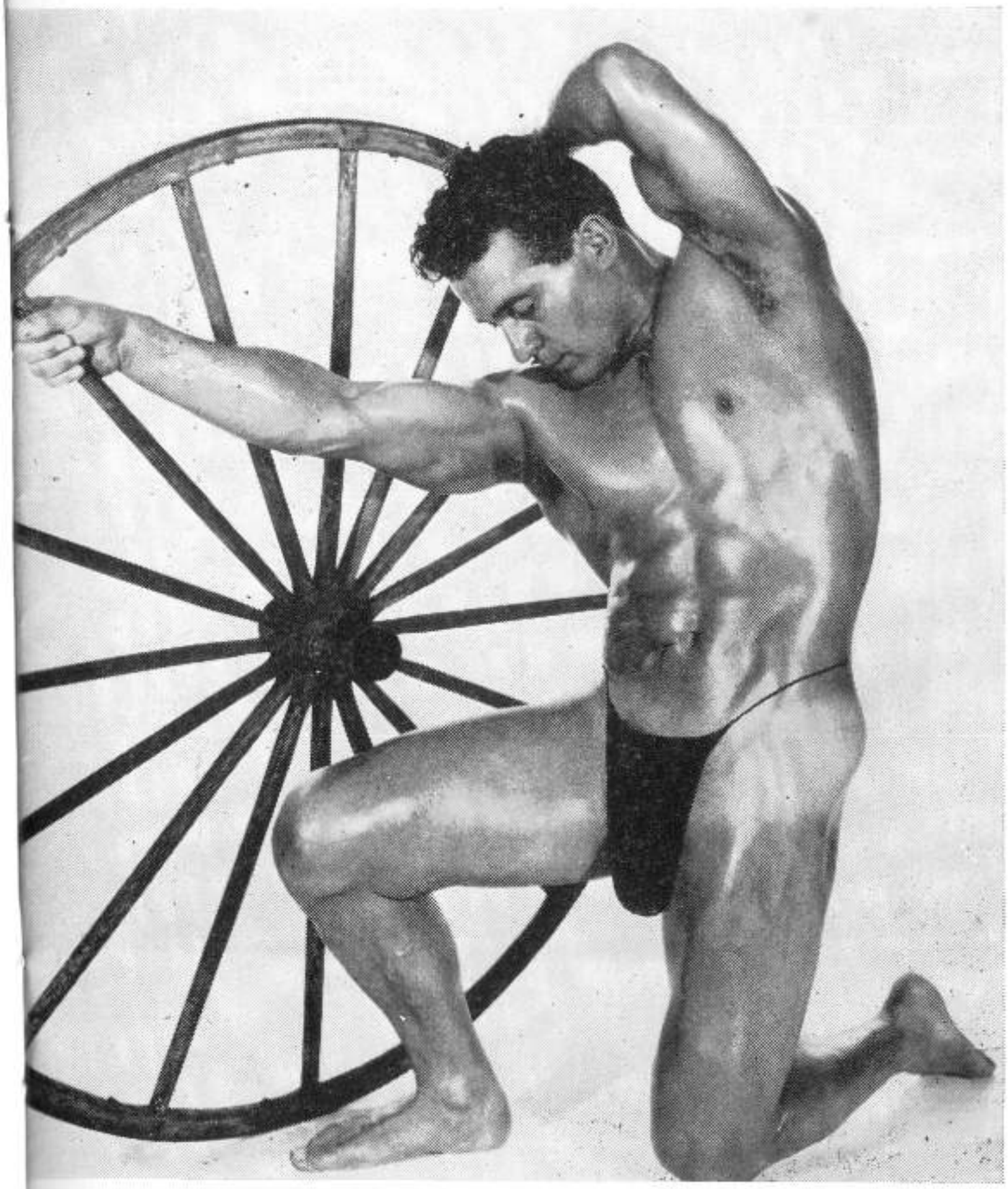
Lon's popular model in a pose of reflective relaxation





KEITH STEPHAN by Spartan

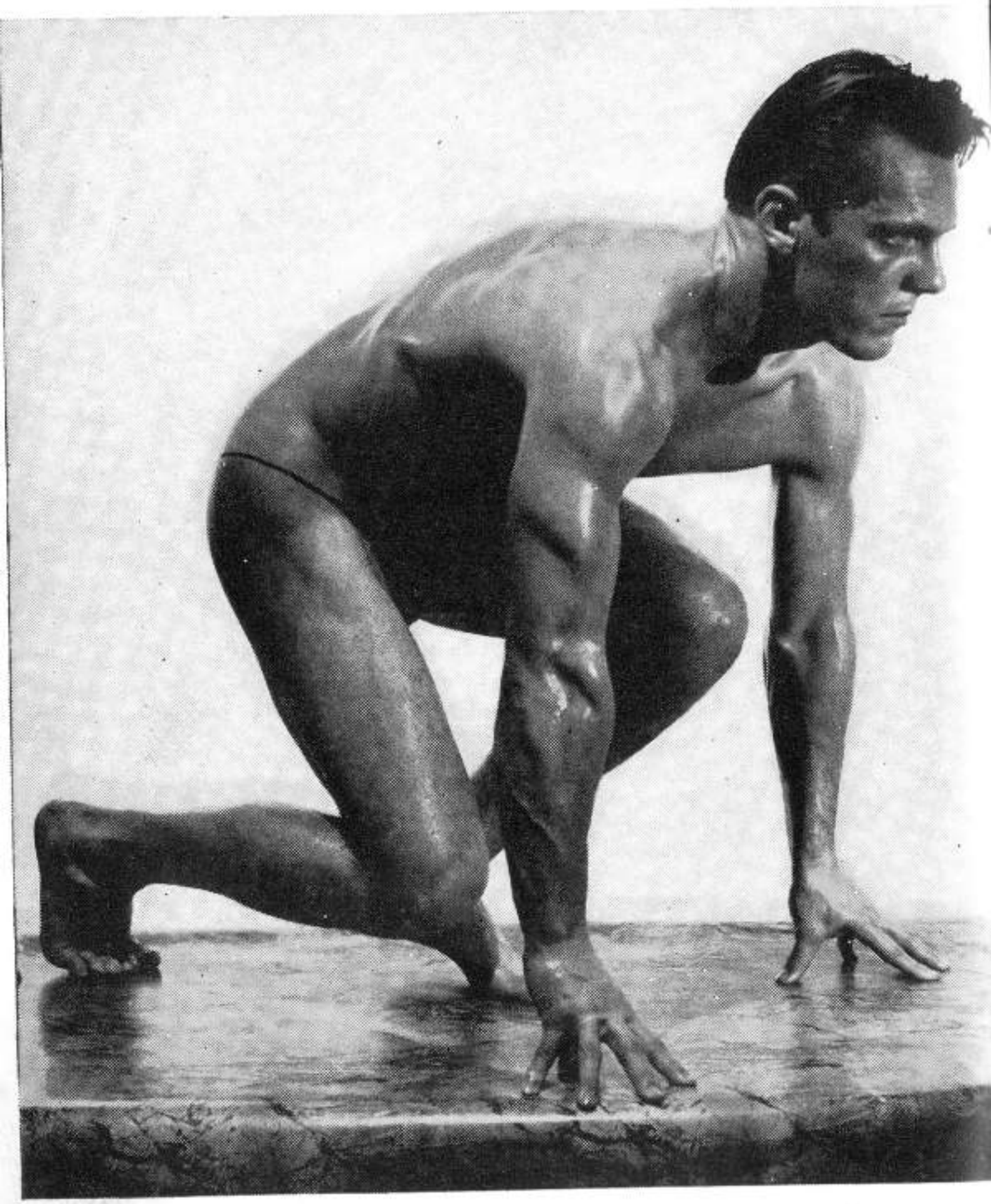
Majestic proportions — stately grace — godlike features

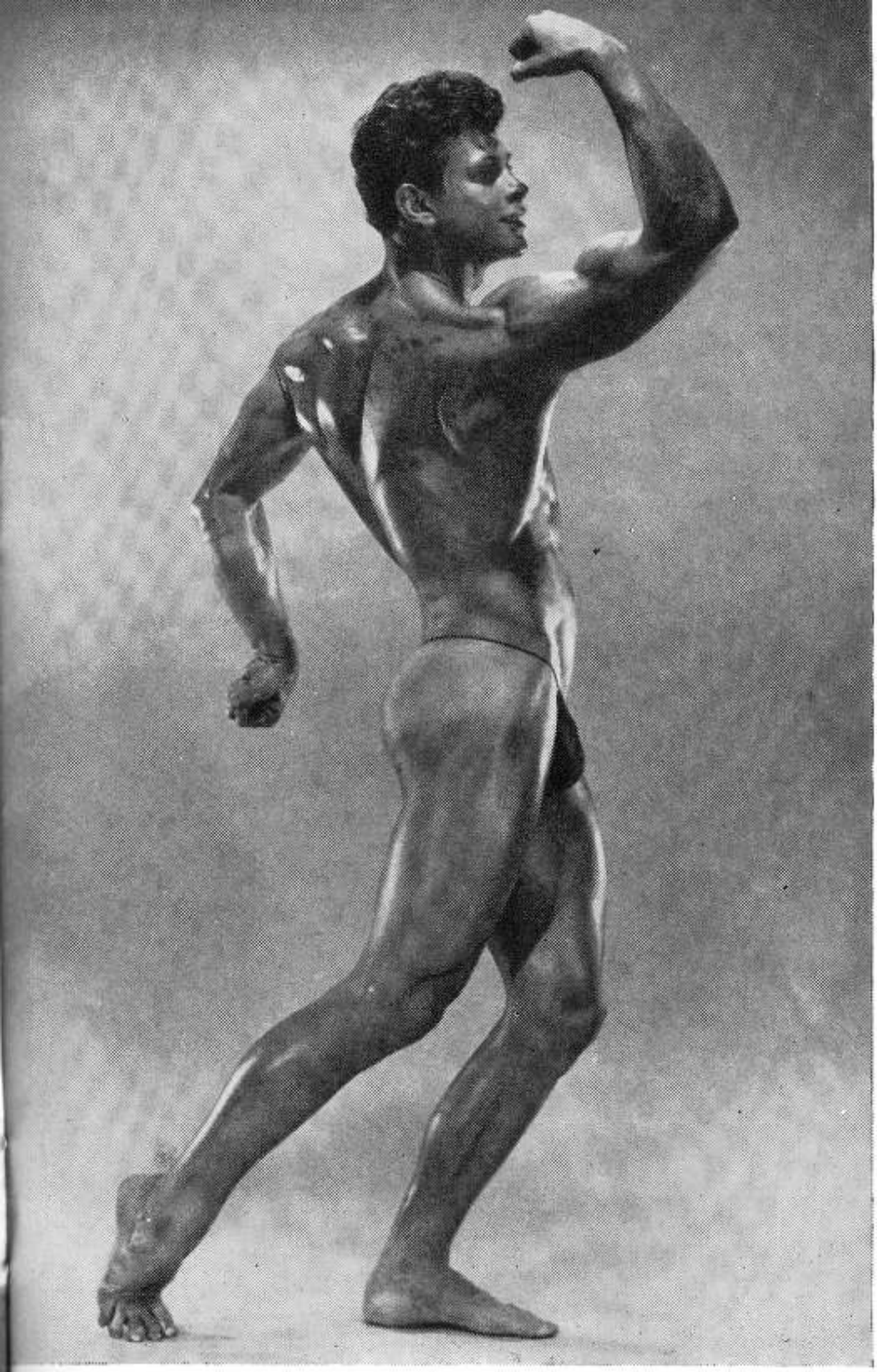


JACK LALANNE by Warner

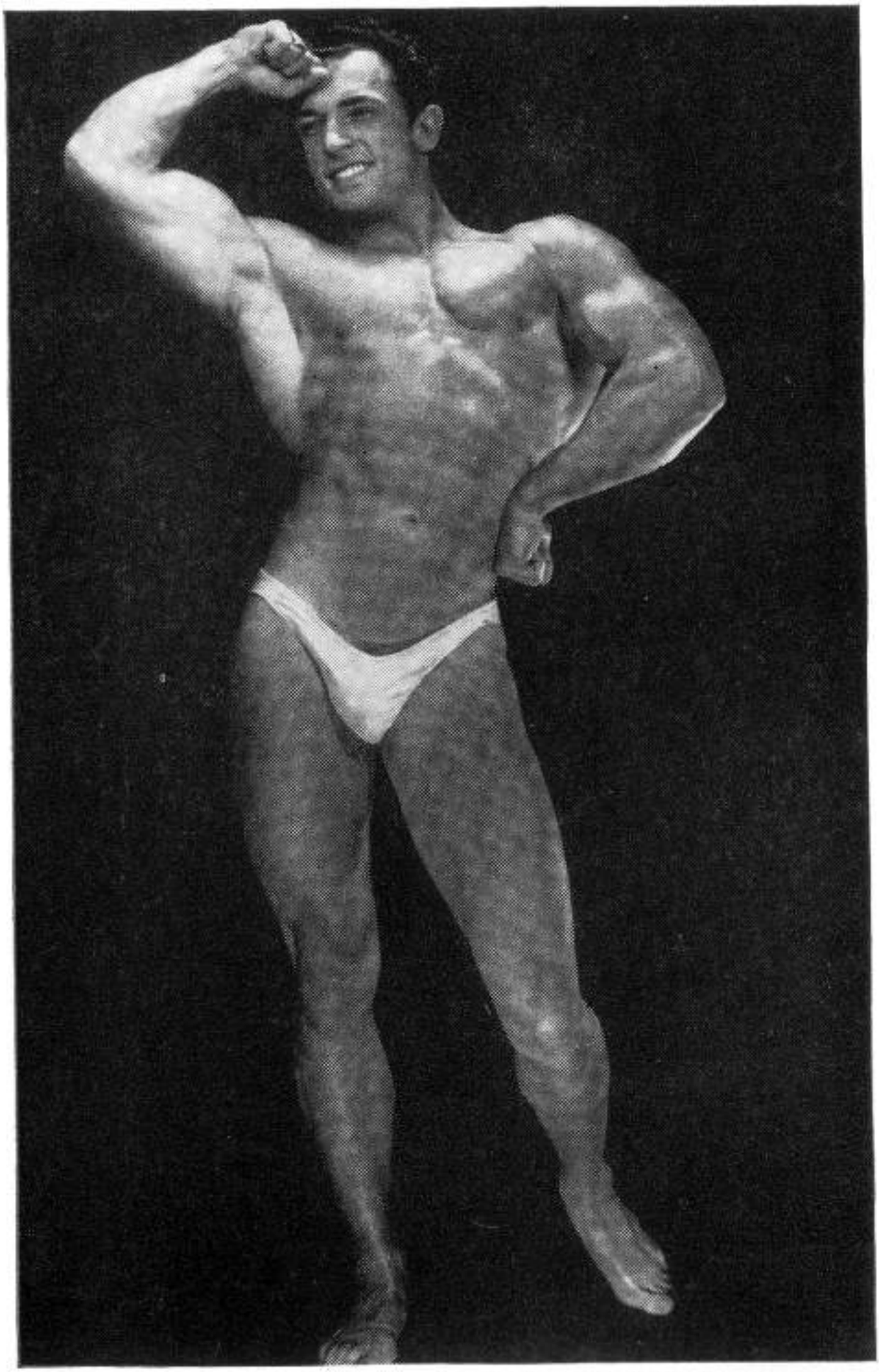
San Francisco's popular TV performer and crack gymnast

ED SIEMENS by Warner
Poised for action — geared for speed — and powered for endurance





JACK THOMAS by Warner
An early photograph of this famous California model



ARMAN OZON by Lon

A living statue — the classic Apollo of modern life

Stump the Experts

by Abe Goldberg

CLEANING TEETH

Q. Is there any dentifrice which will clean more deeply than ordinary toothpastes. I can't seem to get my teeth as sparkling as I would like?

A. Steve Reeves is noted for his gleaming white teeth. He attributes their healthy condition to brushing with a mixture of salt and baking soda. You might also purchase a box of powdered pumice from your druggist. Dipping your wet toothbrush into the powdered stone, brush vigorously up and down and then crosswise. Use this very infrequently . . . not more than once every two months. Pumice is very abrasive and prolonged use will destroy precious tooth enamel.

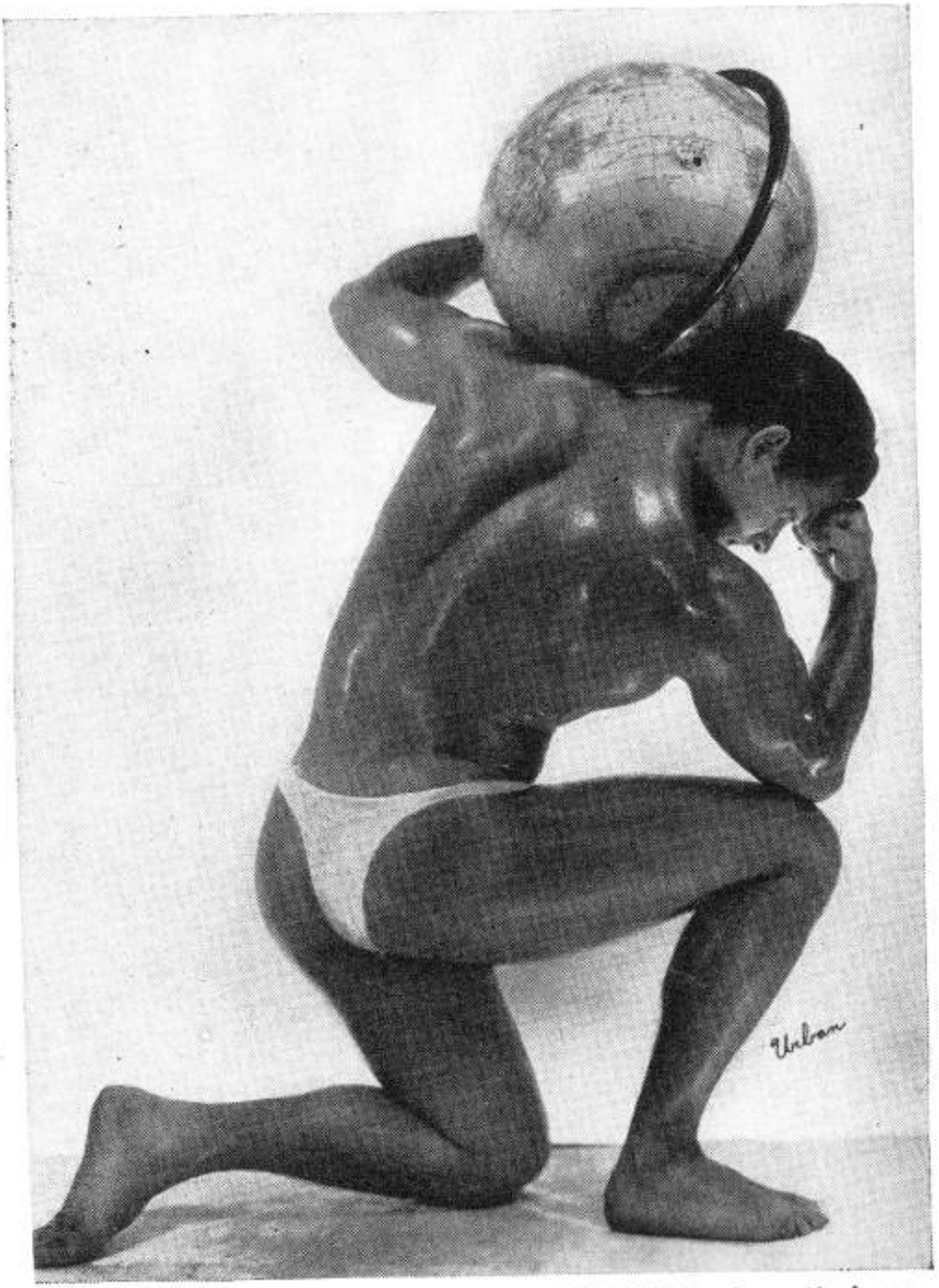
HOME DEVELOPMENT WITHOUT WEIGHTS

I have no weights in my home, however, I do have access to chinning and dipping bars. Is it possible to get a good development from these?

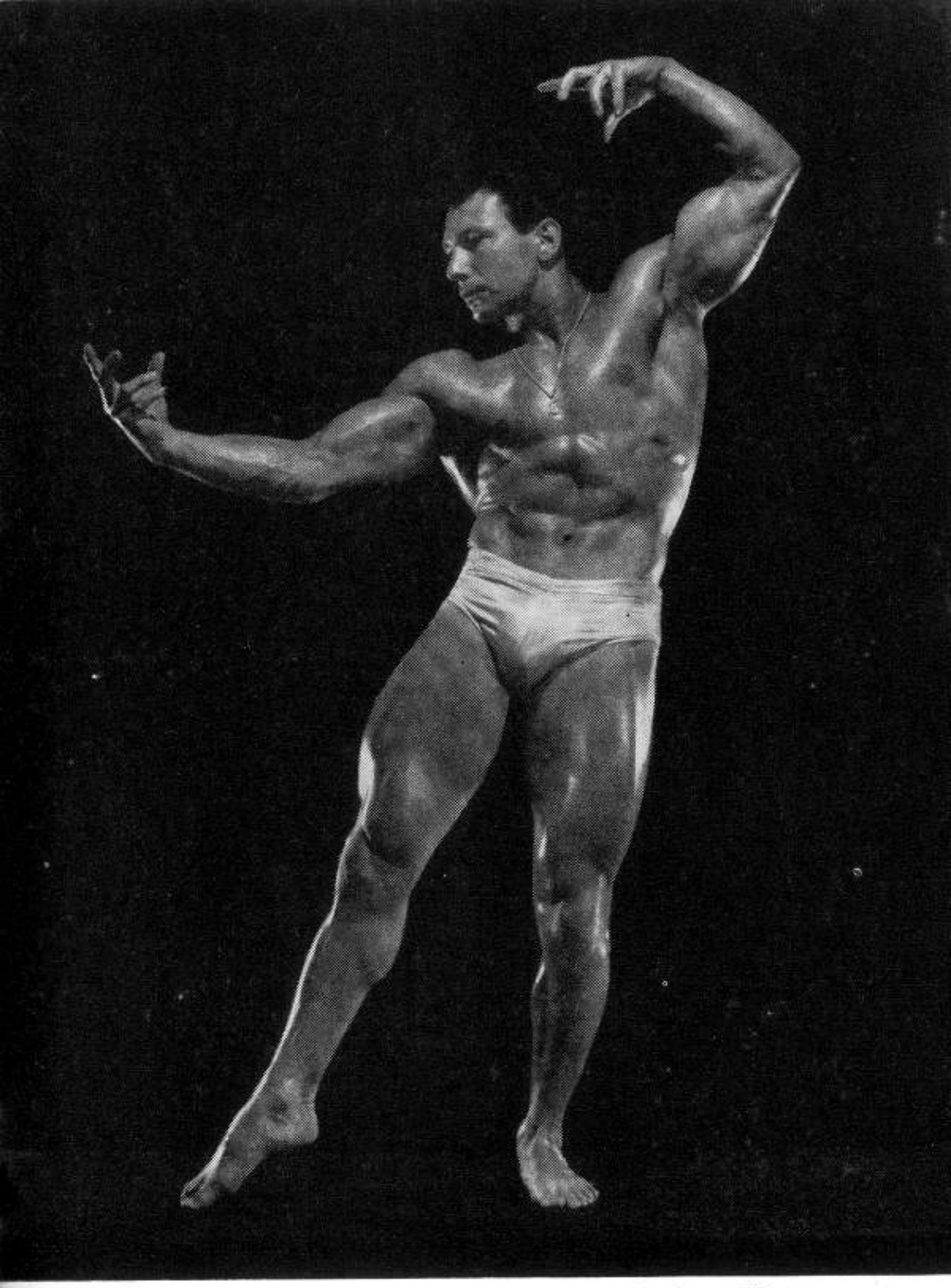
A. You're rich, man! All gymnasts have beautifully developed upper bodies from daily practice on this apparatus. Try doing 5 sets of 15 repetitions of the following exercises:

Wide grip chin behind neck.
Narrow grip chin in front of neck.
Dips between bars — body leaning forward.
Dips between bars — body perpendicular.

(*Continued on page* 46)

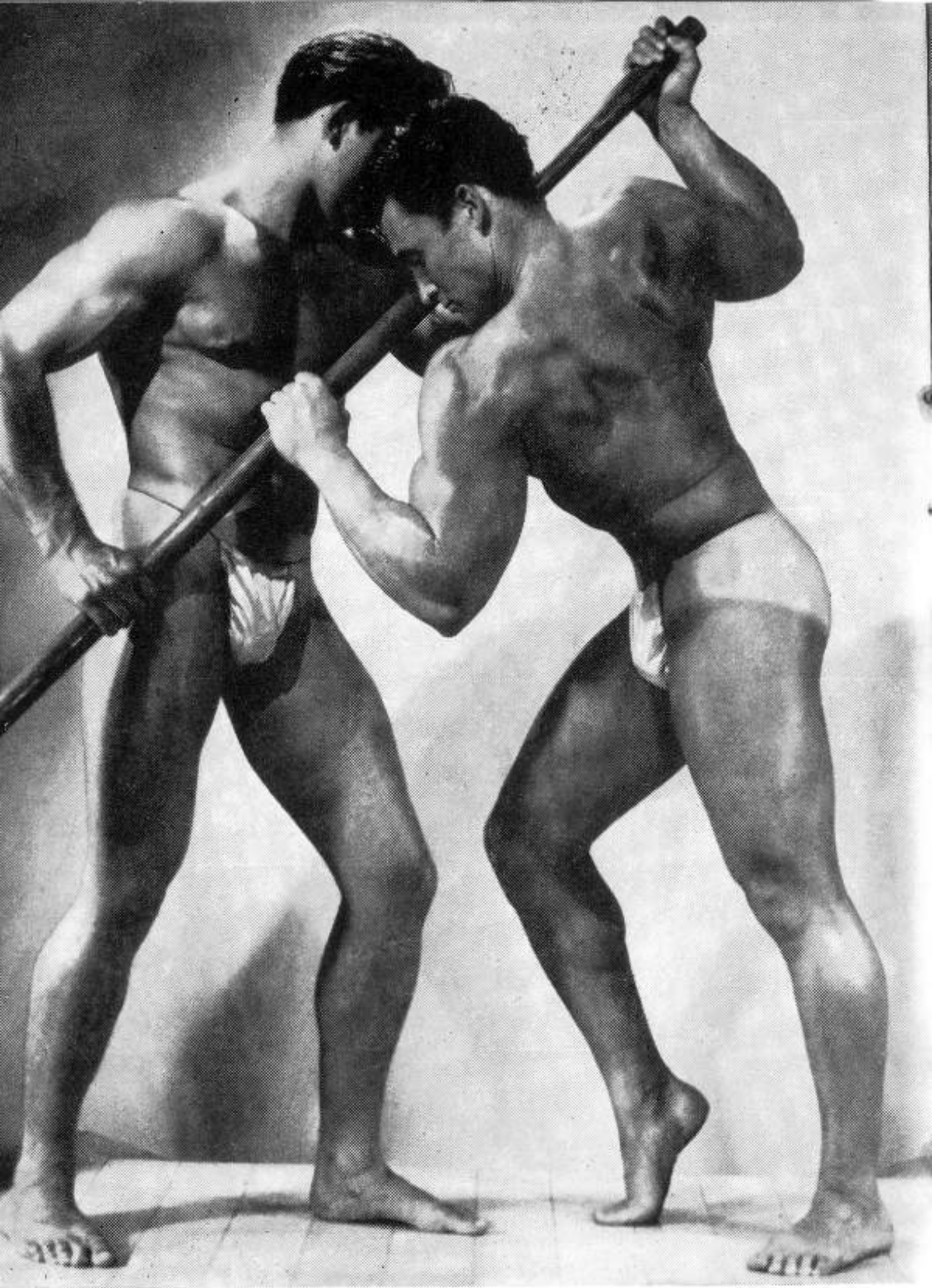


JOHN GALLAGHER by Urban

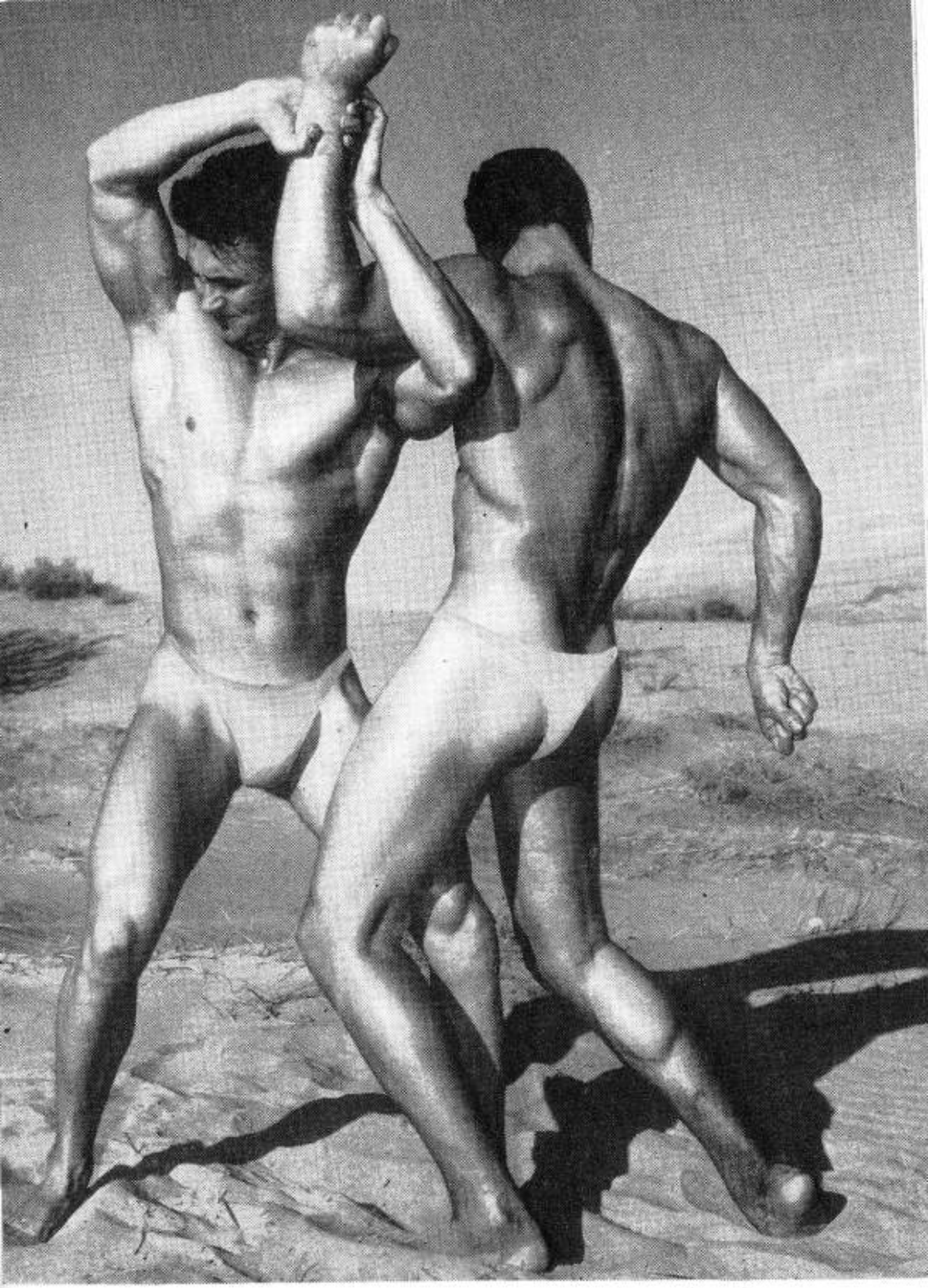


JIMMY PAYNE by Warner

The bodybuilder's ideal — bulk with symmetry combined



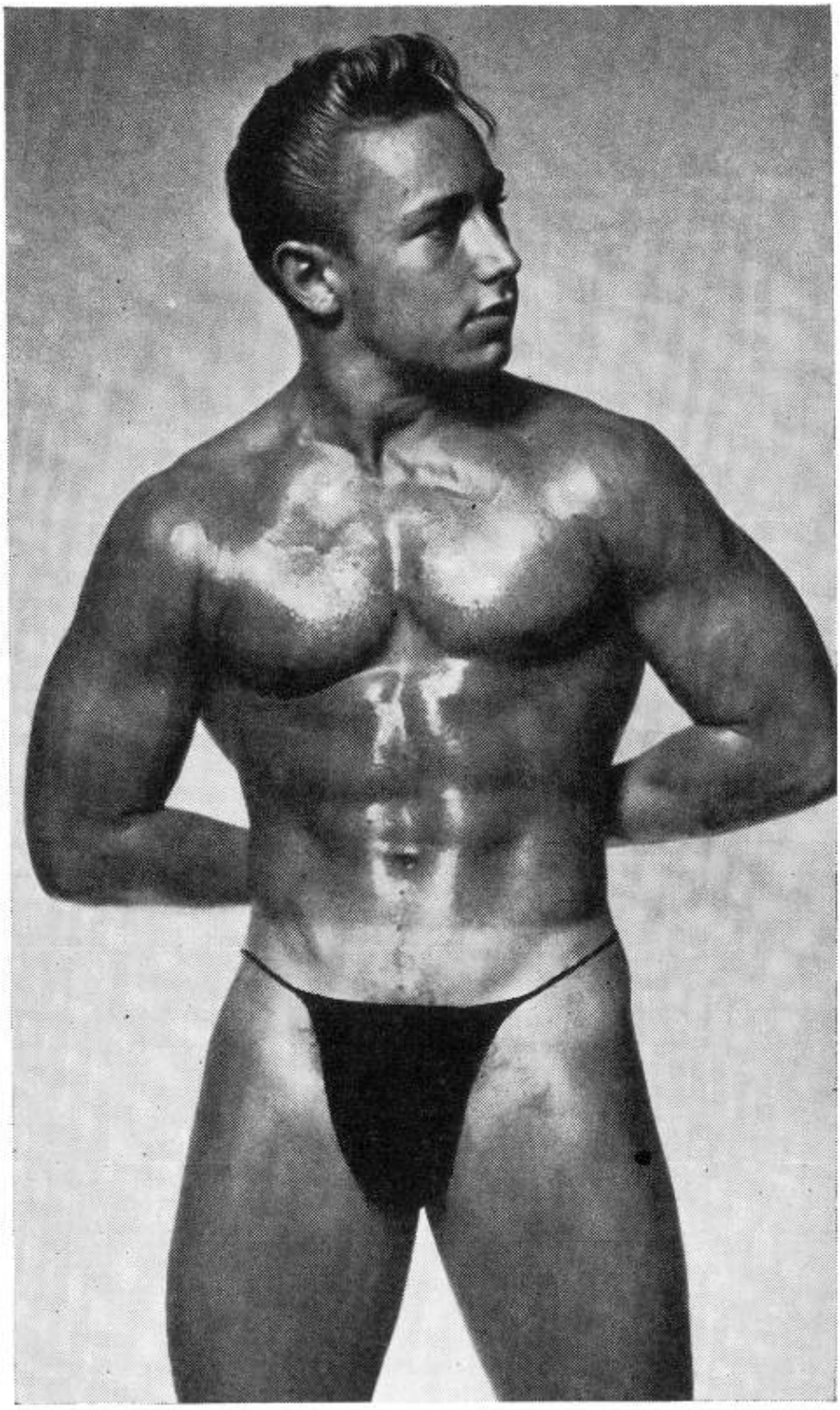
BOB POLING and MARV McPIKE by Bruce
"The Wrestlers"—two athletes locked in tense combat



BOB POLING and MARV McPIKE by Bruce
The athletes again caught in a playful duel

LYNN HAYWARD by Warner

"Mr. Utah 1951"



ALAN BARRY by Lon

The most frequently photographed of all Lon's models

Shampooing and Dressing the Hair

by Joseph E. Weider

It is quite possible that you may have the physique of Apollo and the face of Adonis, yet the charm and glamour of these two excelling gifts can be entirely dissipated if your hair has been neglected, uncultivated, or if it is carelessly arranged on your head.

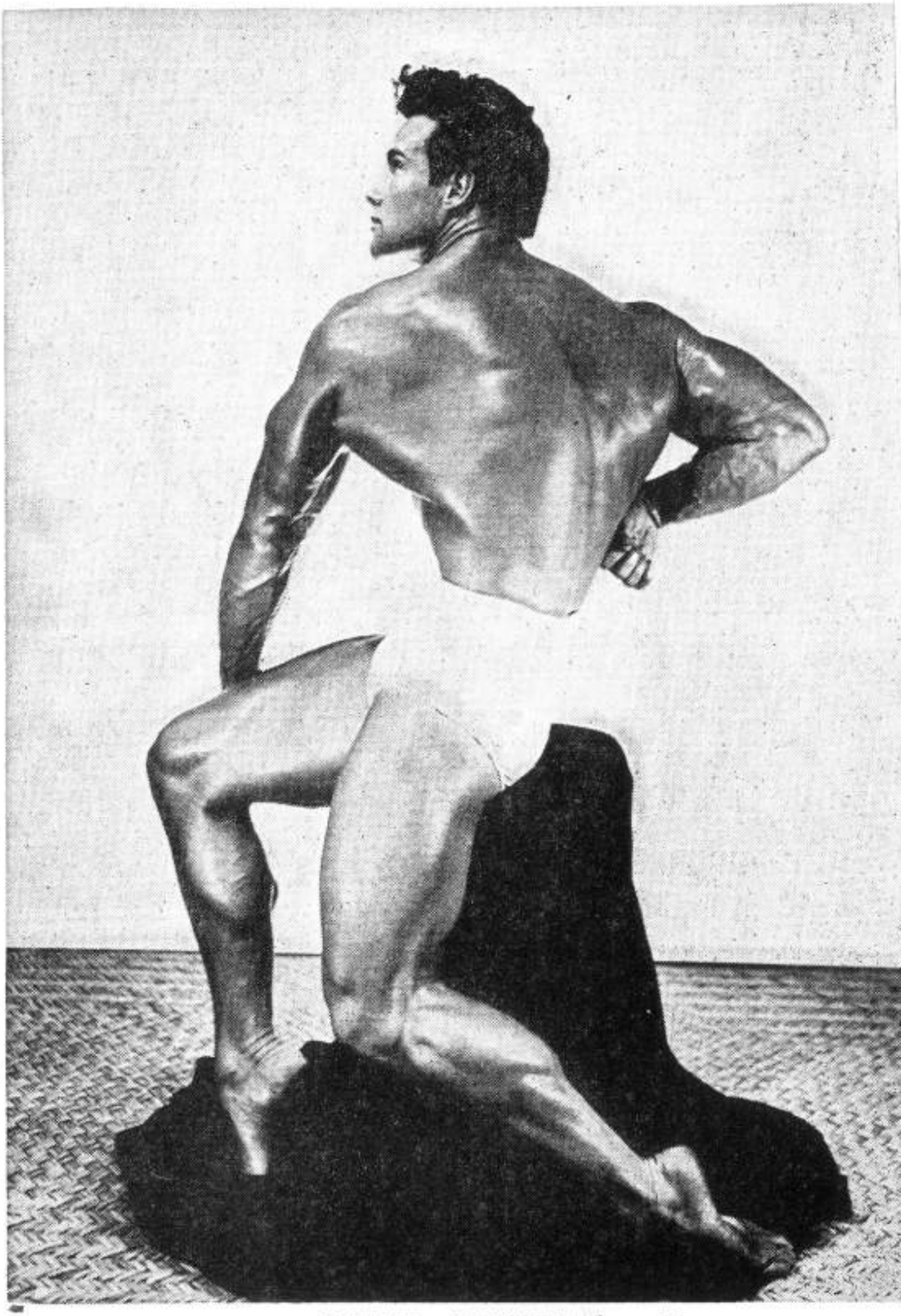
Various authorities differ on the frequency of washing the hair. Some say it should be done once a week, others recommend shampooing as much as three times weekly. In my opinion it depends on the individual and just how dirty his hair becomes. The dirtier it gets, of course, the more frequent should be the washing.

I am unalterably opposed to the oil shampoo. The purpose of the shampoo is to cleanse the hair. How can this be done if the already oily hair is again coated with an application of yet another kind of oil?

This is why I have developed the Weider Shampoo. Its rich, creamy, emulsive lather washes every drop of rancid oil, every particle of dirt and dandruff completely out of the hair. Then after a thorough rinsing, the hair is ready to be dried and set.

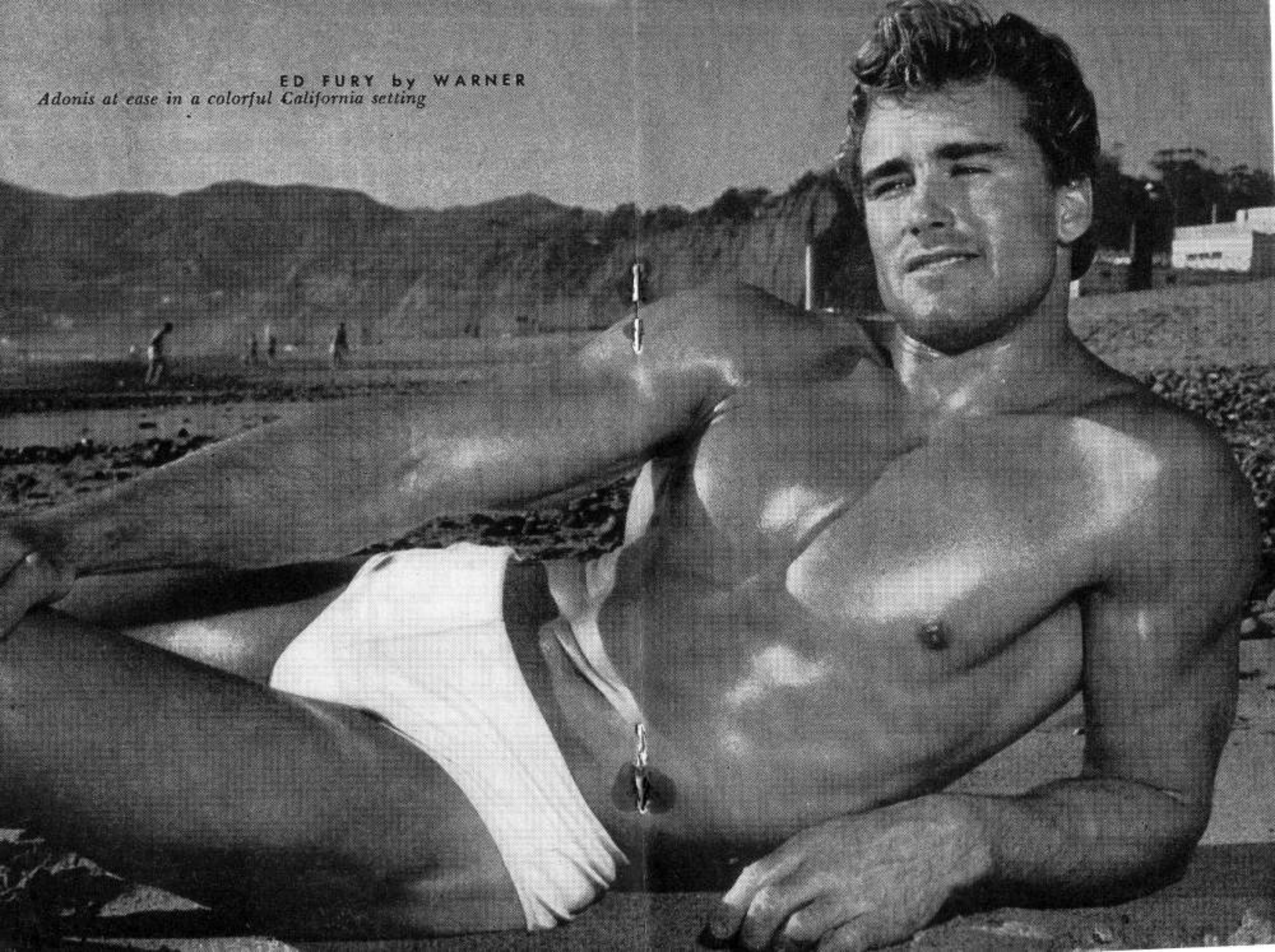
Let me caution you on the over-use of an electric dryer. These dryers cause the hair to split, and protracted use of them may be a contributing factor toward falling hair. Towel as much water from the hair as you can,

(*Continued on page* 48)



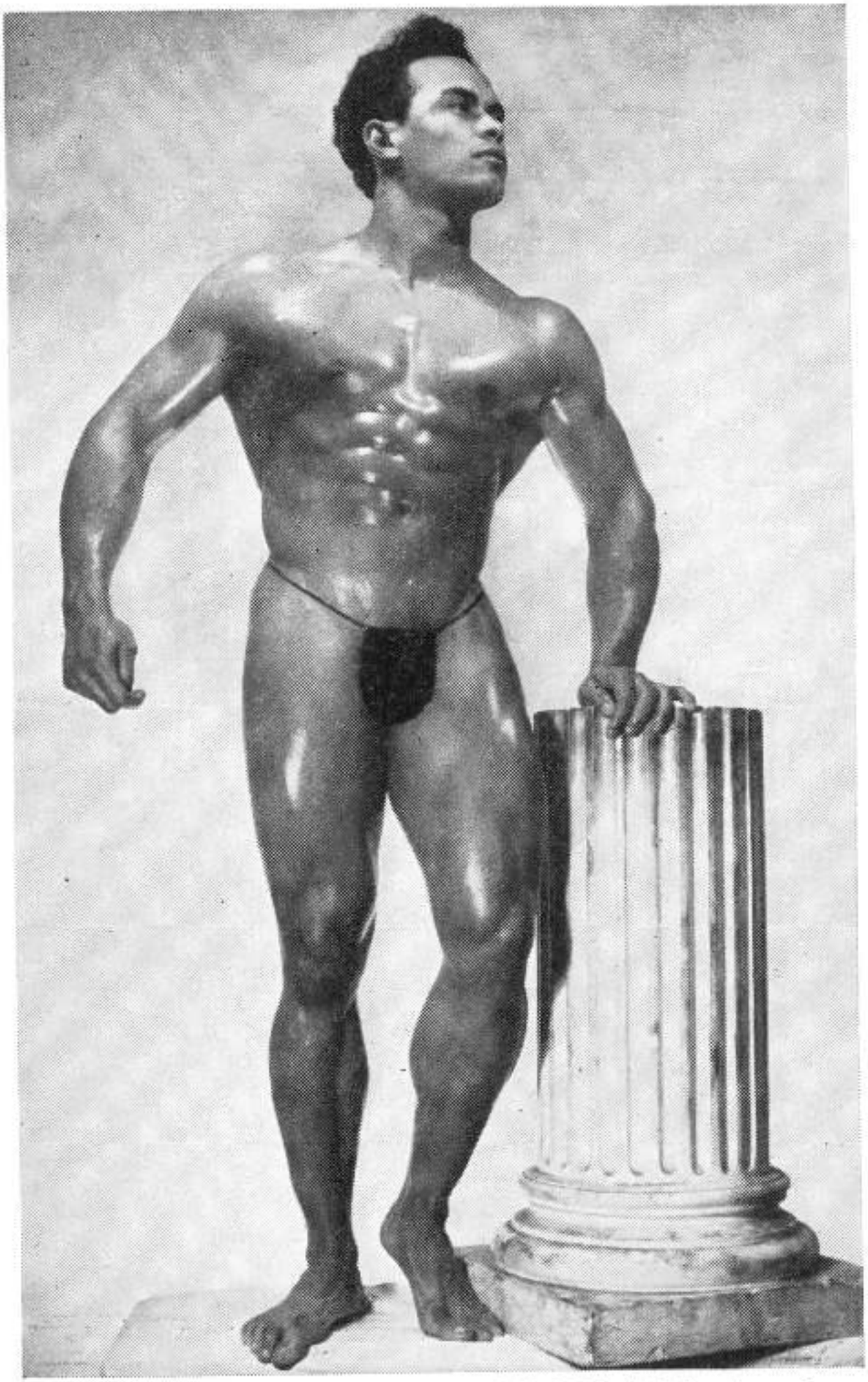
STEVE REEVES by Warner

Mr. America . . . Mr. World . . . Mr. Absolutely Everything!!



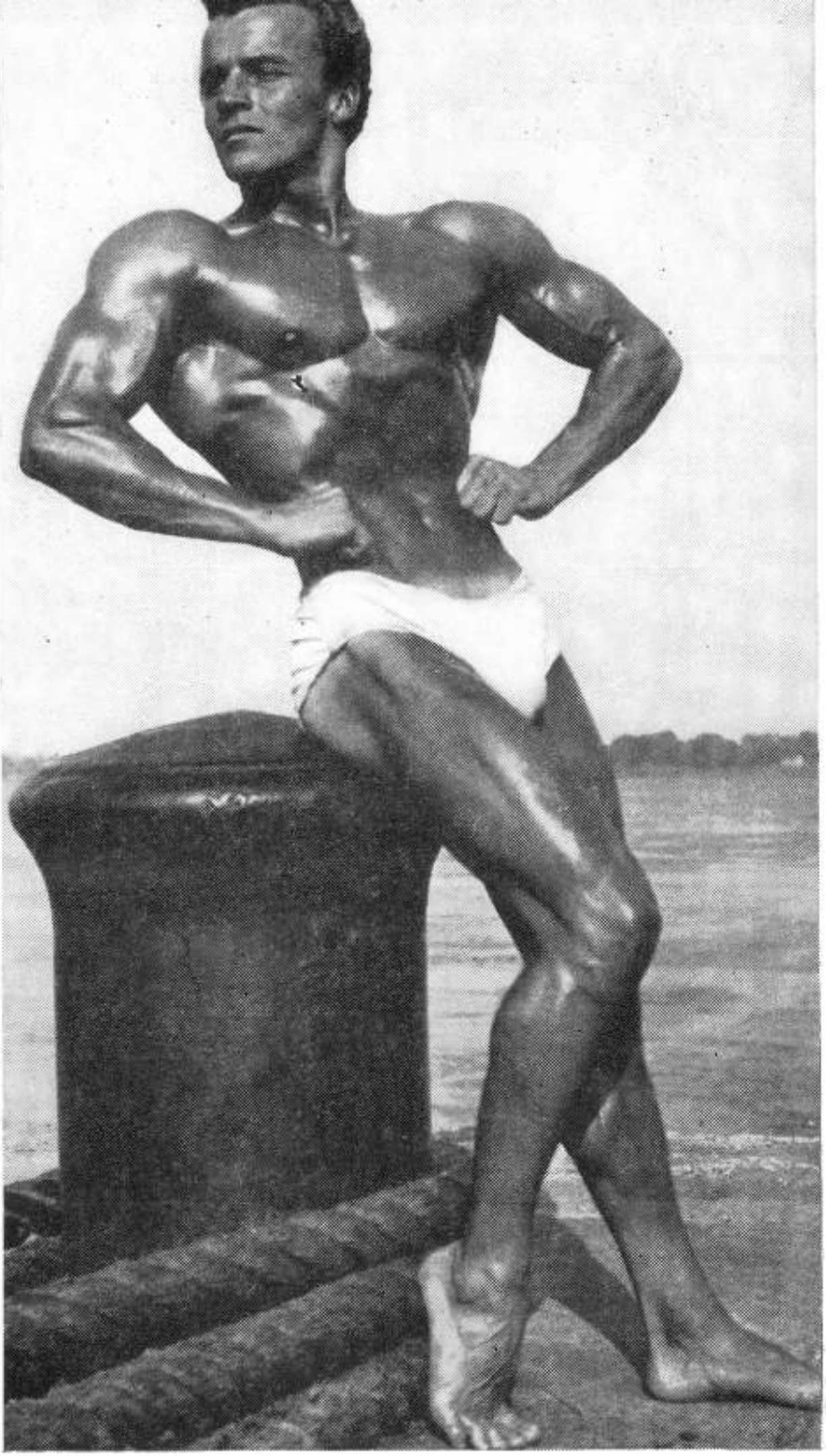
ED FURY by WARNER

Adonis at ease in a colorful California setting

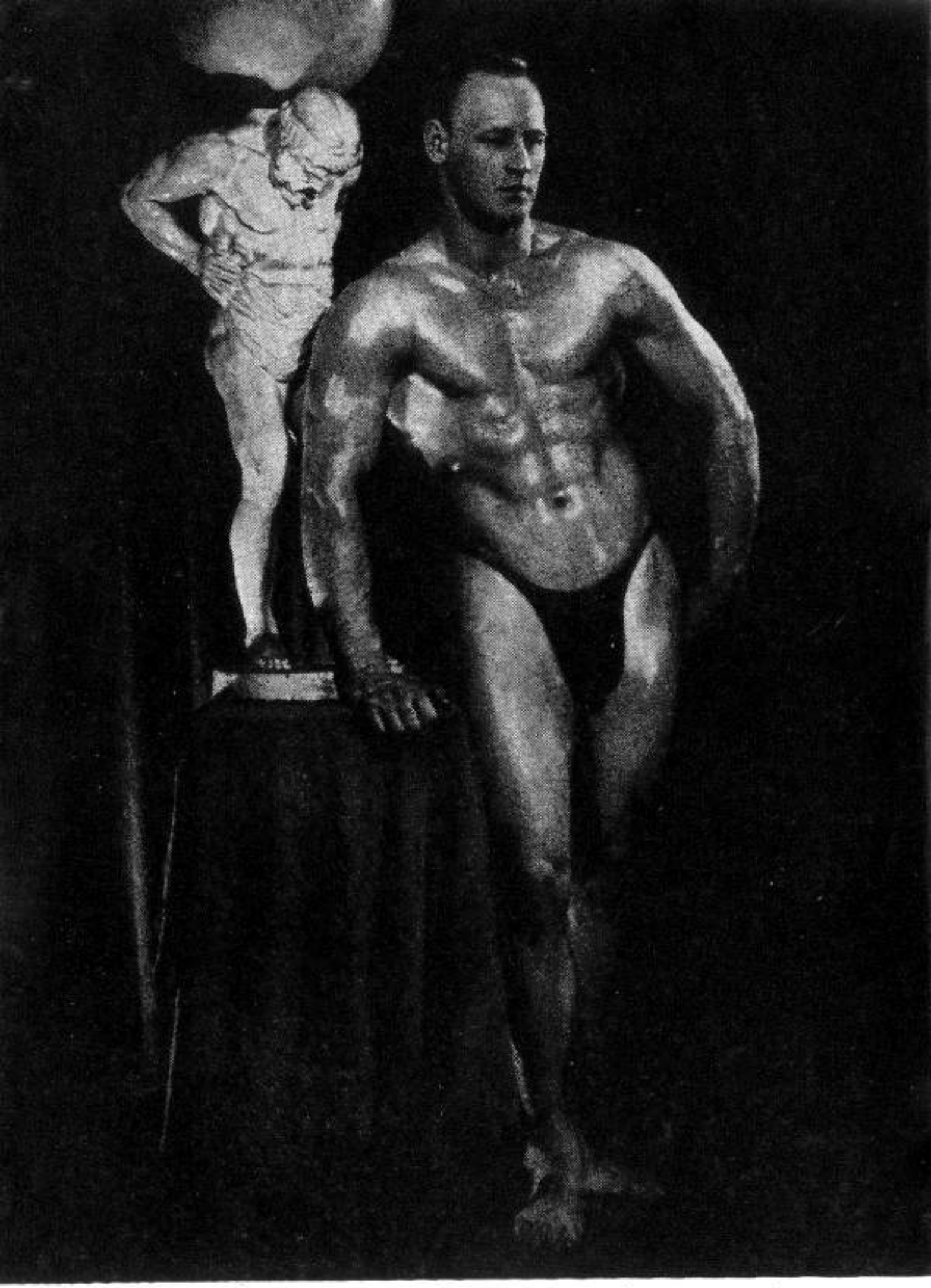


ELMO SANTIAGO by Lon

Born in Puerto Rico . . . winner "Mr. New York City 1954"



GEORGES BOULANGER by Lanza
Famed Canadian model and a living anatomical chart



JERRY SCHEMANSKY by Douglas
The Grecian ideal in statuary and in life

Exit Acne

by Alan Stephan

The only way to effectively rid the body of acne is to treat it internally through proper diet, and externally through proper skin care. Nutritionally the acne sufferer must be guided by a series of "do's and don'ts".

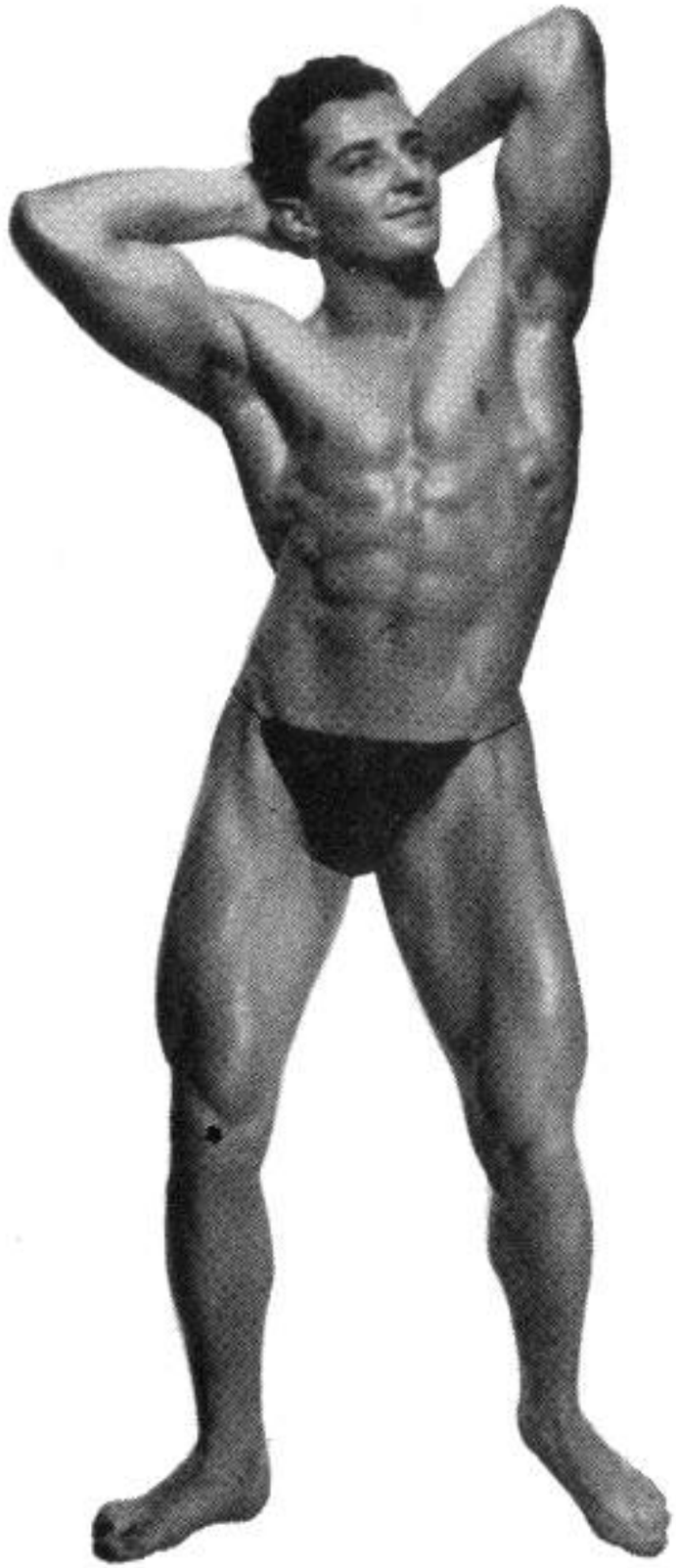
DO EAT

Asparagus
Beef Heart
Beef Kidney
Cabbage
Carrots
Celery
Chicken
Citrus Fruits
Cottage Cheese
Eggs
Greens
Lettuce
Liver (beef)
Milk Sherbet
Parsley
Pineapple (fresh)
Prunes
Skimmed Milk
Skimmed Milk Yogurt
Steak
Strawberries
Tomatoes
Turkey
Veal

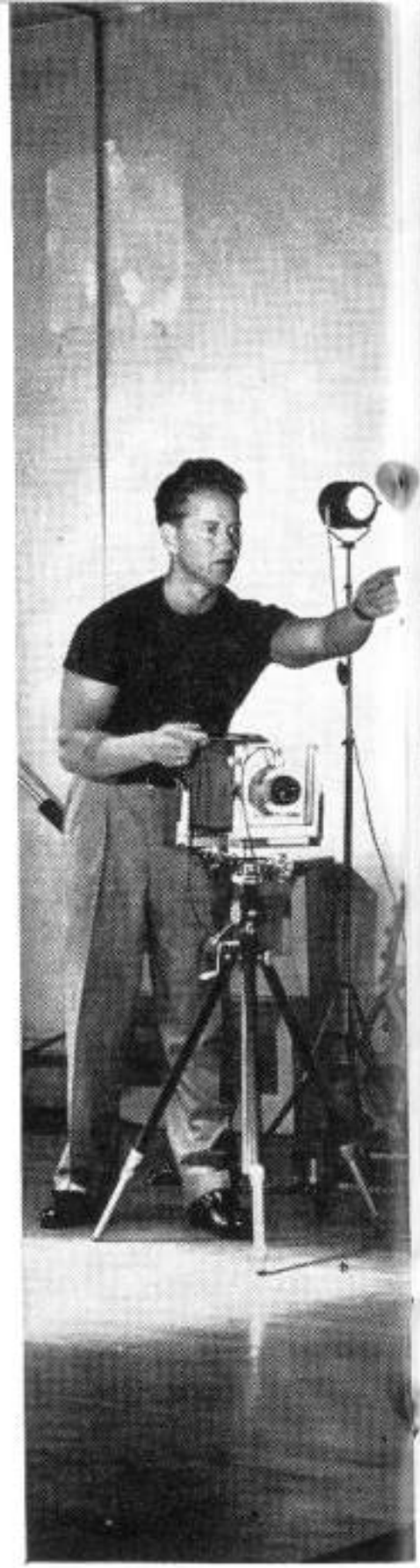
DON'T EAT

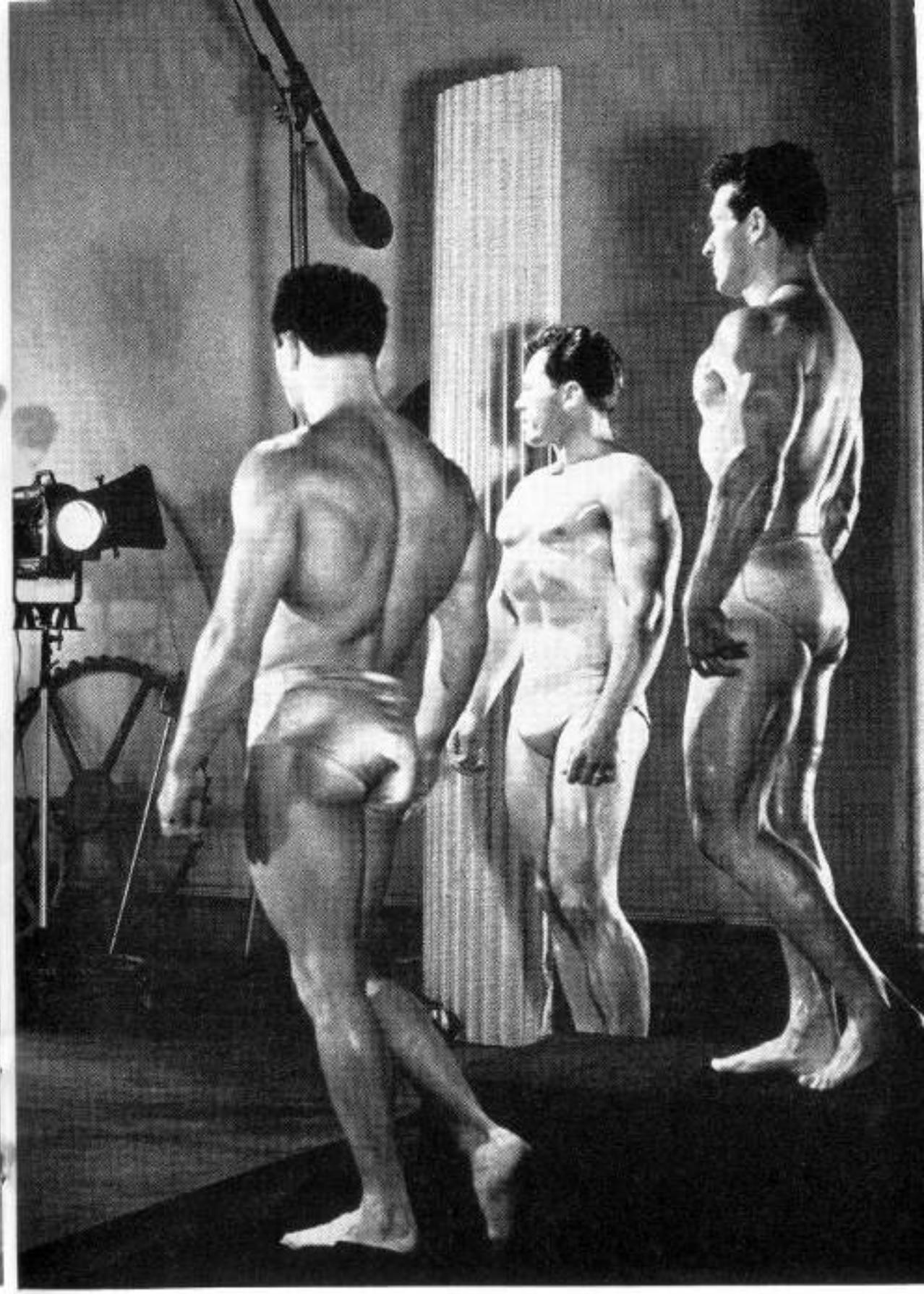
Avocado
Baked Beans
Bananas
Butter
Cakes
Cookies
Corn
Cream Cheese
Dried Beans
Dried Peas
Fruits (canned)
Gravy
Ice Cream
Lamb
Oils
Peanut Butter
Peas (green)
Peas (canned)
Pies
Pork
Salmon
White Potato
Yellow Potato
Whole Milk

(Continued on page 50)

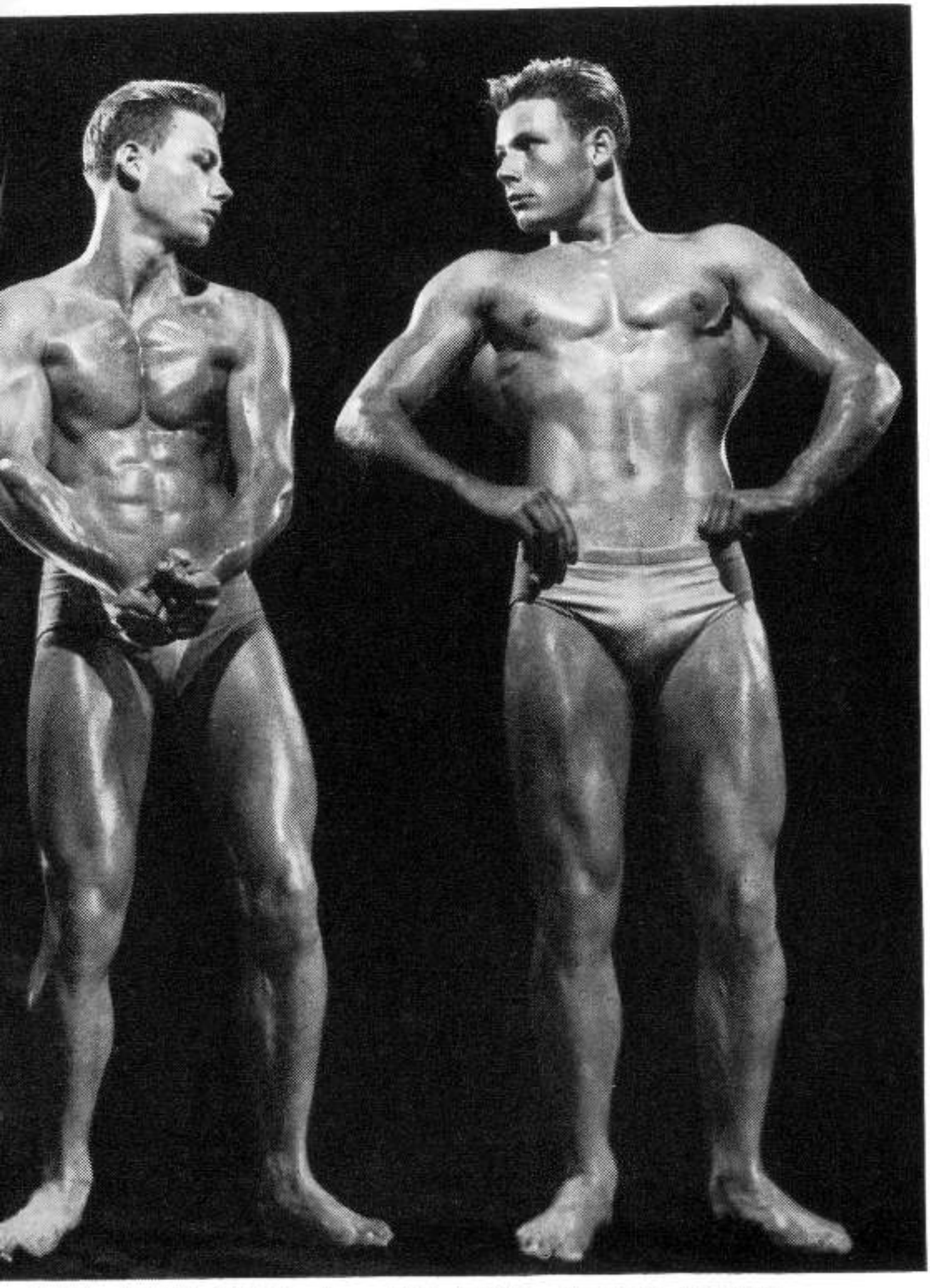


JOE POCZA by Lanza
A truly classic torso





ACTION! — LIGHTS! — CAMERA! — Russ Warner photographing
Jack Lalanne, Norman Tousley, and Jimmy Payne



JOE SCHALLER by Athletic Model Guild
Seeing double?—No, just a trick of the cameraman's magic

How to choose your own personal cologne

by Hal Warner

Ten years ago, any man who so defied male tradition by appearing in polite society wearing any scent other than Lifebuoy or good ol' bay rum, would have been stripped of his rank and drummed out of the corps.

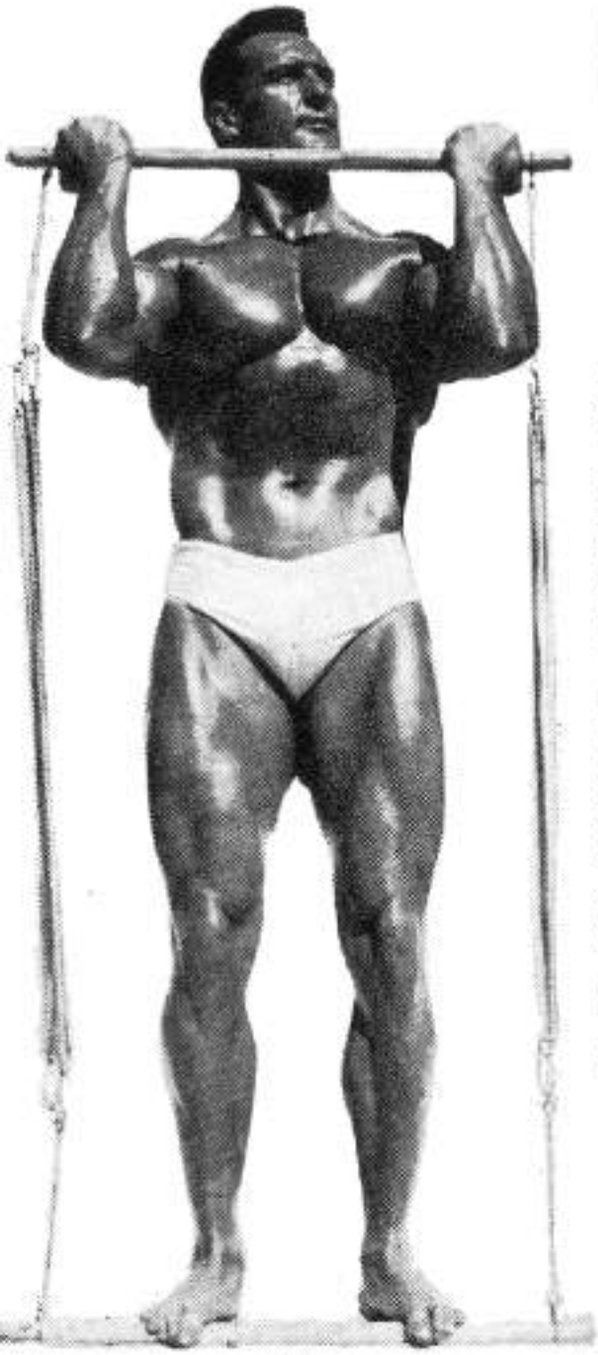
Today, specialists who create colognes especially for men are as common as cabbages and just about as imaginative. Except for a few progressive and enlightened chemists, most parfumeurs with one hand on the cash register, and the other with a death-grip on conservatism still pussy-foot around the issue. From their laboratories flows a never-ending stream of variegated scent. Without considering the fact that cologne should be an illusory thing designed to accentuate a man's personality and to complement his good grooming, most of these odors are seemingly created to camouflage man into an old saddle-bag, a pine tree, a cinnamon bun, or a haystack. Apparently man is supposed to smell like anything except man.

There is simply *no* pine scent which can transport me to the Forest of Arden . . . and while I bow to no one in my liking for cinnamon buns, I infinitely prefer to eat them than to wear them. As to the smell of new-mown hay I am quite dispassionate, preferring to leave it in the barnyard for our four-footed friends.

Cologne is the only male cosmetic which is not purely functional. Soap, shaving cream, astringents, and deodorants each serves a single direct purpose. Cologne, however, is more abstract. Used wisely it should create an illusion . . . give the perfect finishing touch to one's good grooming . . . it should be the summation of everything that is YOU.

It is not difficult to choose the scent which is best for you if you approach the task with caution. Remember this, cologne does not smell the same on the skin as it does in the bottle. Hence do not visit the cosmetics

(*Continued on page* 56)



1

S-T-R-E-T-C-H

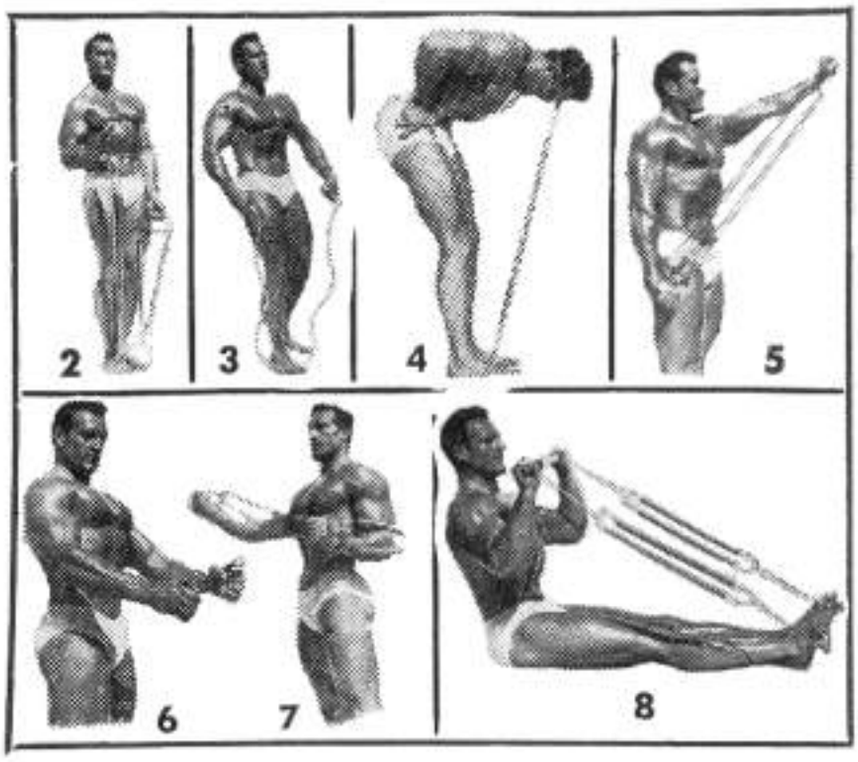
Your Way To A Super Strong Body
This Enjoyable Home Gym Way

- **Builds Big Muscles**
- **Improves Health**
- **Creates Vital Energy**
- **Overcomes Inferiority Complex**

This versatile steel cable **home gym set** develops powerful arms, chest, shoulders, waist, back and legs FAST! Trains body in manner endorsed by Mr. America winners and champion athletes, building up rugged, enduring muscularity. Requires only a few minutes a day for full benefit. Instructions tell you how to save time molding a he-man body with exercises you will enjoy. Life-time construction, nothing to break or wear out. Photos below show some of the exciting exercises you can do with this outfit.

Here's What You Get

1. Barbell Attachment for powerful arms, back and legs.
2. Foot stirrups for special arm and shoulder exercises.
3. Skip Rope for speed and endurance.
4. Headstrap for a man-sized neck.
5. Chest Pull for massive arms, chest, shoulders and back. back.
6. Hand Grips for a he-man grip.
7. Wall Pulley Attachment to develop prize-fighter muscles.
8. Rowing Machine Attachment for a wide back and broad shoulders.
9. Illustrated Instructions and FREE Book "How To **Fight.**"



ORDER TODAY
USE THIS HANDY COUPON

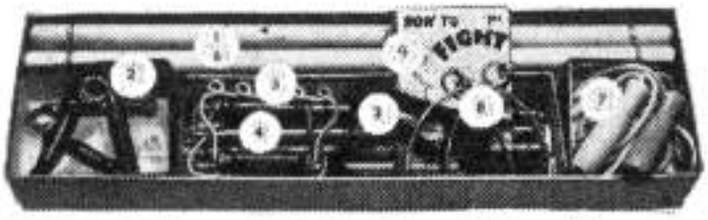
Mr. America Barbell Co., Dept. A
16 Hopkins Ave.,
Jersey City, N. J.
Gentlemen:
Please RUSH me my Steel Cable Home Gym Set. I want to begin training like the Mr. America Champions do. Enclosed find $.....in full payment.

Name .....

Address .....

City .....

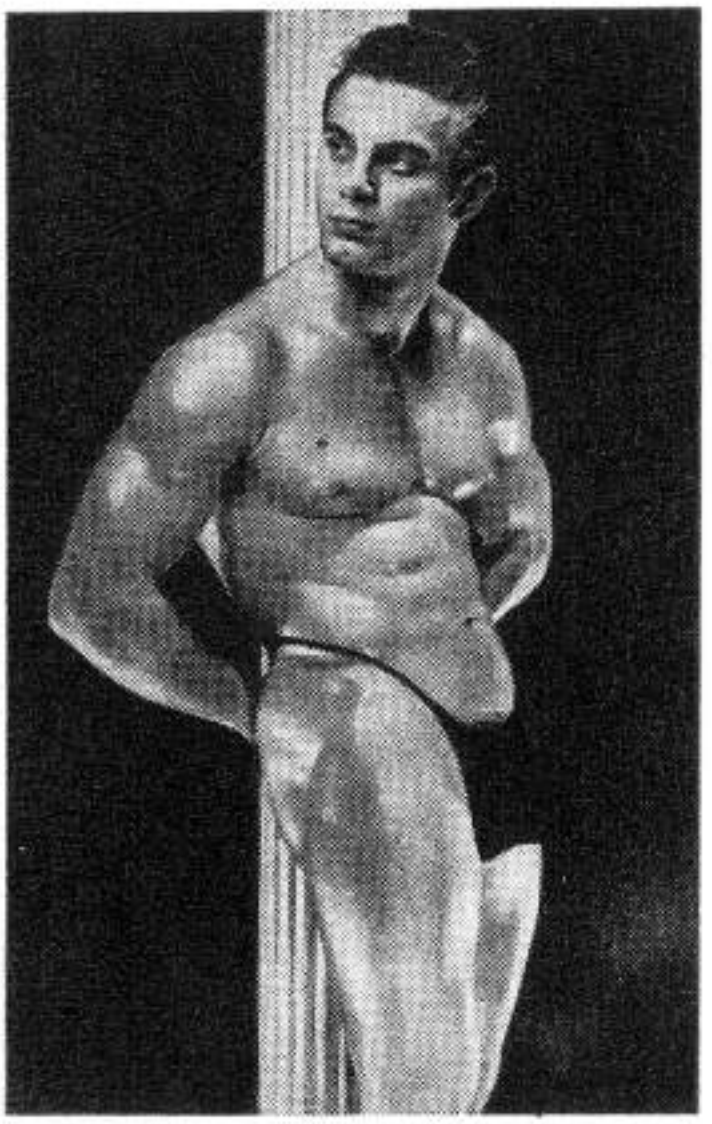
All orders shipped promptly. Prices FOB our warehouse. No COD's. Canadian Customers, Price $14.00, same fast service from:
Mr. America Sporting Goods Co., 466 Colonial Ave., Montreal, Que., Canada



$11.00—Prices F.O.B. Our Warehouse

JONNEY HOLDEN & DICK FENLEY
Shooting stars aiming high for new worlds to conquer

LON *presents*



FRED REGAN

One of Lon's most famous models displays his superb physique in a unique selection of 16 beautiful photographs.

Send today for the Regan catalog (No. 20X) of 16 different poses.

Price $1.00

LON 400 W. 57th St. Suite 5-C
New York City 19, N. Y.

Please send the Regan Catalog (20X)

Name .....

Address .....

.....

Stump the Experts

(*Continued from page* 25)

You will find that every muscle in the upper body has been heavily brought into play.

DRY SKIN

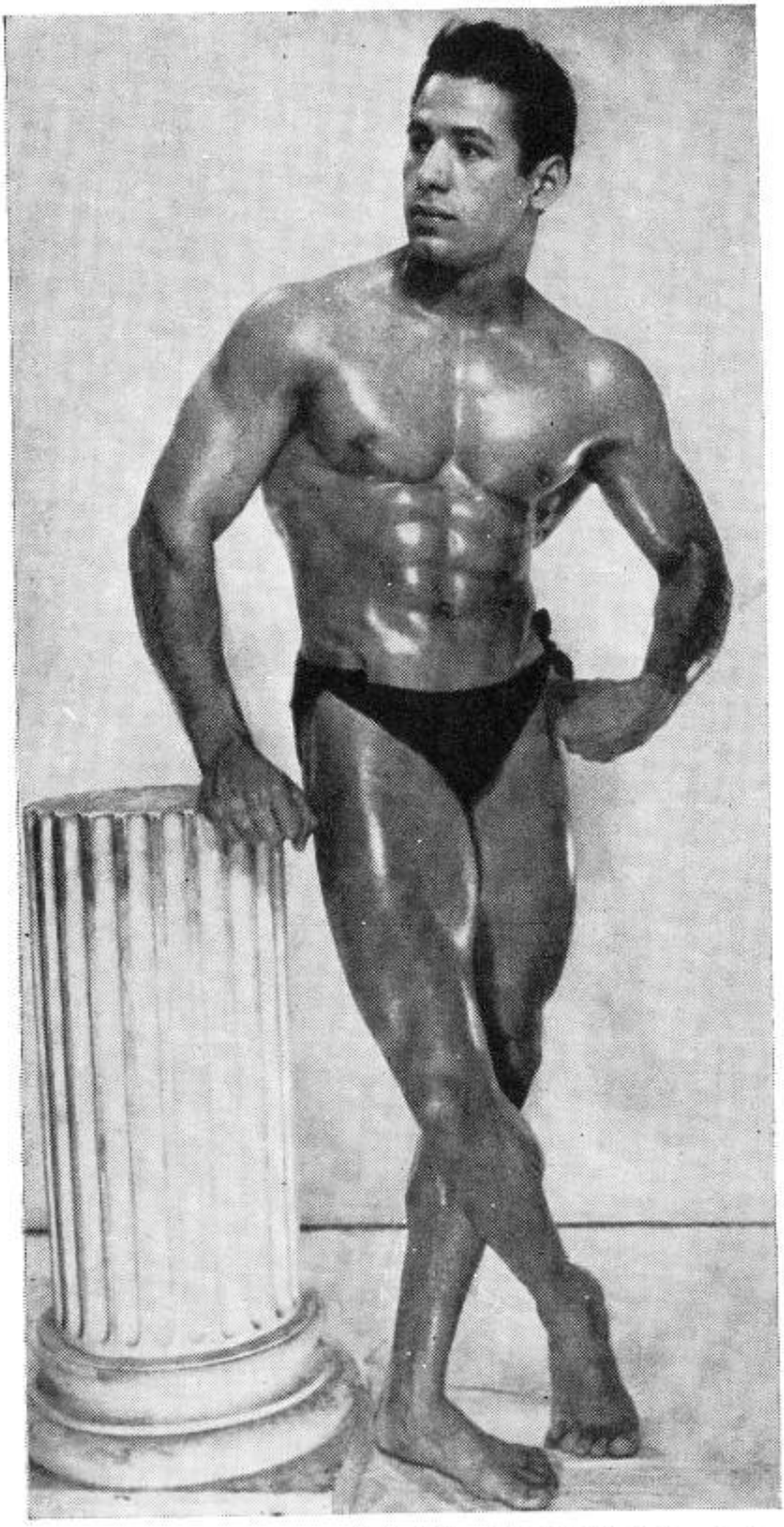
Q. My skin is daily becoming more dry and scaly though I take a hot soap bath three times a day. Could you recommend some treatment for this condition?

A. In your case cleanliness is not next to godliness . . . it's next to insanity. How can you possibly need three baths a day? You are taking so many of them that the body hasn't time to secrete its natural oil. Try taking one tub bath per day and one shower. Into your tub put a teaspoon of some good bath oil containing cholesterol. When you leave the tub you will have a very faint film of oil over your entire body. Continue this method for several days and your skin will return to normal.

BODY HAIR

Q. Why is it that in photographs of bodybuilders they appear to have no body hair? Do they shave or dispose of the hair in some way?

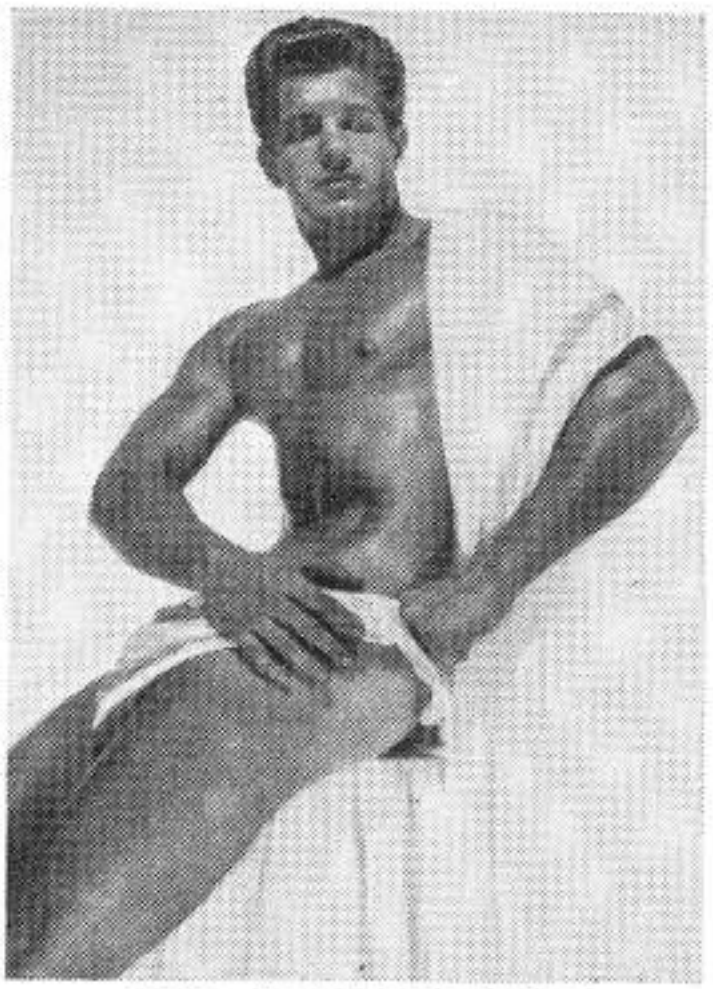
A. Many bodybuilders do shave their bodies. However, an increasingly large



RAUL PACHECO by Lon

Well-known New York athlete and physique photographer

number of them use commercial depilatories for this purpose. Hair once shaved grows back quicker and thicker. Depilatorized hair returns much more slowly and is usually of the same texture. Some people are allergic to the chemicals in the depilatories, though Each person is his own individual case.



BOB DELMONTEQUE

Announces publication of his new book "Modern Apollo." This book features Bob Delmonteque, and also includes many of America's best built models, Jack Deal, Glenn Bishop, Dale Curry, Vic Seipke and many others. There are over 100 artistic photos in this beautiful 8½ x 11, 70 page, spiral bound book. This is a "must" for all collectors, artists, sculptors, art students, body builders etc. "Truly an inspiring book," say all who see it.

PRICE — $4.95

Also available

"Modern Male Physique (40 pages) $3.00

Special—both books $7.00

Each copy personally autographed.

Also available

Catalogs 1 thru 9..Price **$1.00 each**

Special—All 9 catalogs **$7.00**

1955 Calendar—includes 12 artistic studies of America's leading models. Price—$1.95

35 M.M. Color Slides

Set #1 — 10 slides $5.00

Set #2 — 10 slides $5.00

Order from BOB DELMONTEQUE
4873 St. Lawrence, Detroit 10, Mich.

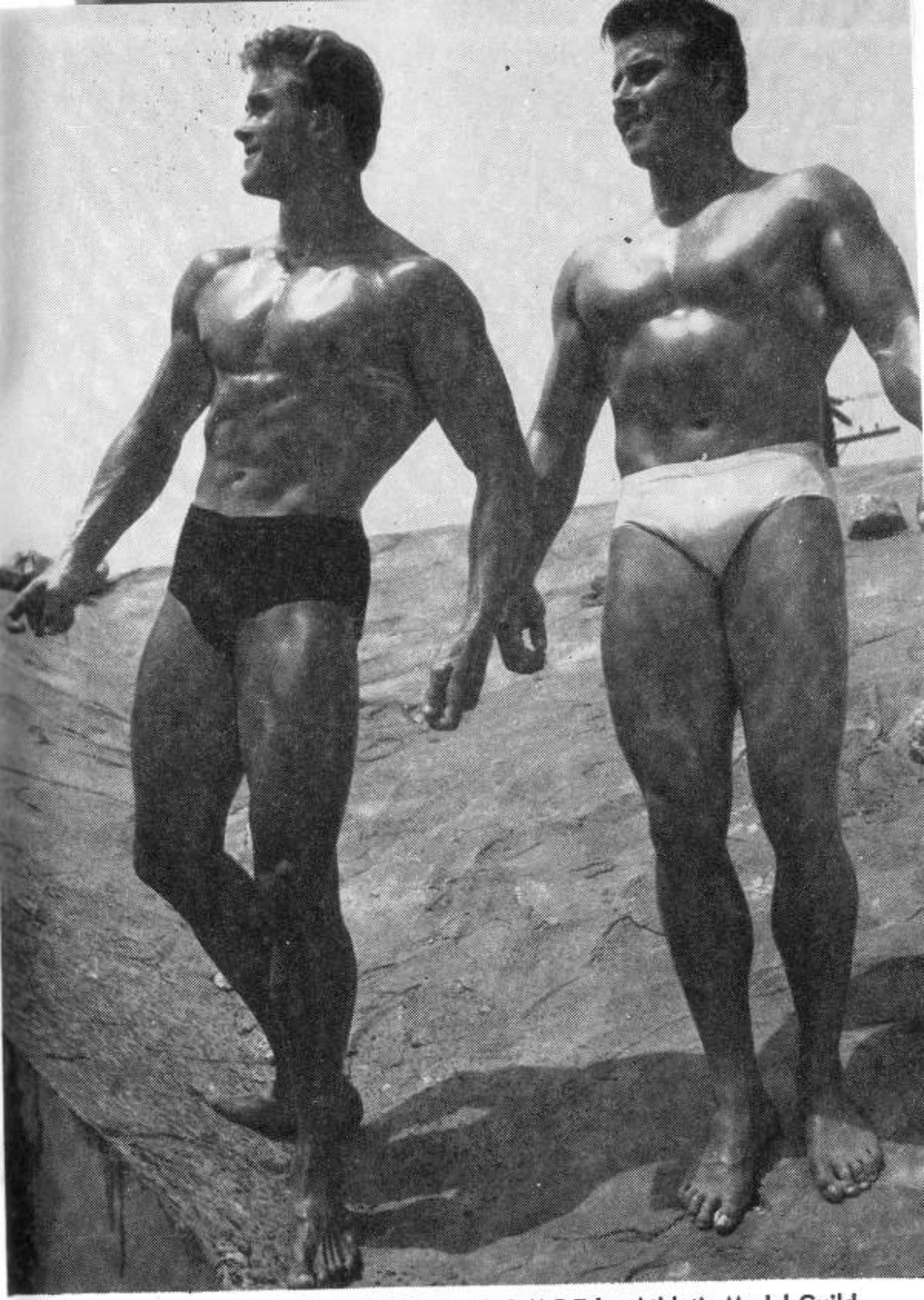
The Hair

(*Continued from page* 32)

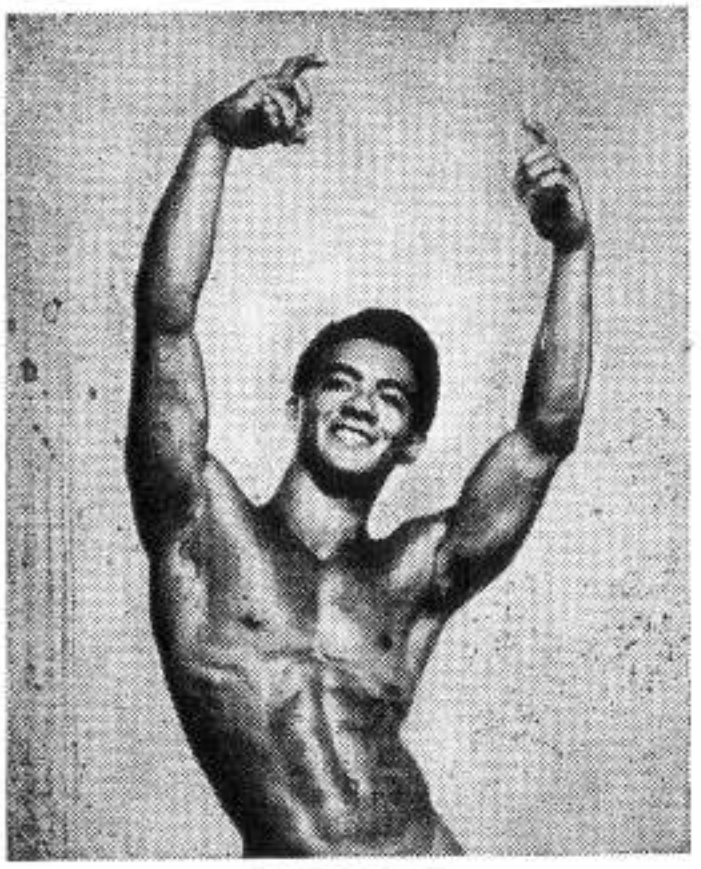
then brush a bit of Weider Formula #7 through it. If you will now comb and set it, your hair is neatly and permanently arranged on your head.

Never use any product on the hair which contains alcohol. Nothing so dries and splits the hair as the continued use of alcoholic lotions. You would also be well-advised to check up on your present diet. Are you getting enough protein? Remember, the health and beauty of your hair depend as much on your diet as from the external treatment you give it. Be sure that the vitamin B family is well-represented. These are truly the "hair vitamins". Not only do they control hair growth to a large extent, but the lack of these vitamins is a contributory cause to early baldness.

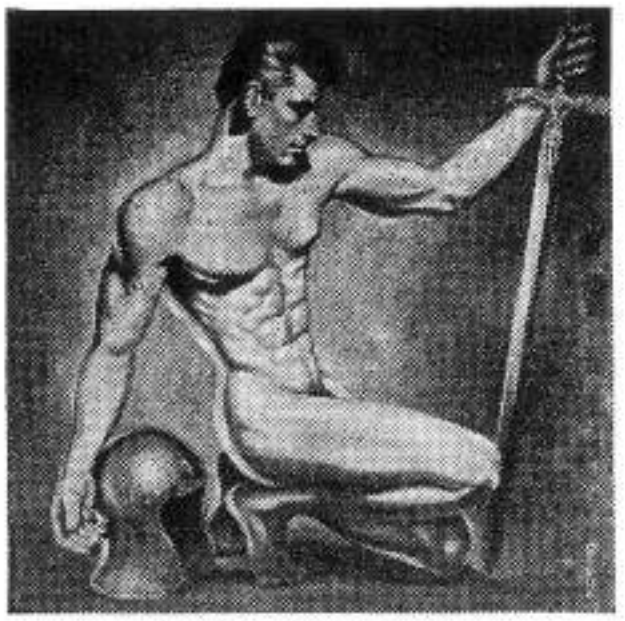
You should spend at least fifteen minutes a day just tugging and brushing the hair. Use a very stiff brush several hundred times before retiring. All these little aids pay off big dividends in hair health and beauty. Keep your hair awake . . . keep it alive . . . remember, it's supposed to be your crowning glory!



ED FURY & PEPPER GOMEZ by Athletic Model Guild
Bronzed Statues at the Beach



GEBBE
Proudly announces Artistic Catalog #2 of his very popular model
ERNEST LOPEZ
Kindly send $1 for Catalog to
GEBBE
112 West 61st Street
New York 23, N. Y.
Catalog #1 of Lopez still available



QUAINTANCE
Internationally famous painter of the male physique offers popular priced reproductions of over 40 superb paintings featuring heroic masculine physiques, and photographic studies of his models.

ART CATALOG—Fully illustrated with 42 paintings 50c
MODEL CATALOG—Showing over 300 exclusive poses of favorite Quaintance Models 1.00

Quaintance Fine Arts Studio
Dept. W, Box 192, Phoenix, Arizona

Exit Acne

(*Continued from page* 39)

It is also necessary that the diet be rich in protein from the best available sources and that the vitamin and mineral balance be kept high through the ingestion of two vitamin-mineral tablets daily. In addition to this, the diet should be buttressed with high - protein concentrates. Only in this way can you be assured of an adequate protein intake.

The cleanliness of the skin can best be achieved by the observance of five more "don'ts".

Don't use soap, alkaline or superfatted

Don't rub the face dry . . . blot it

Don't use alcoholic lotions or astringents

Don't use water hotter than lukewarm

Don't massage the face

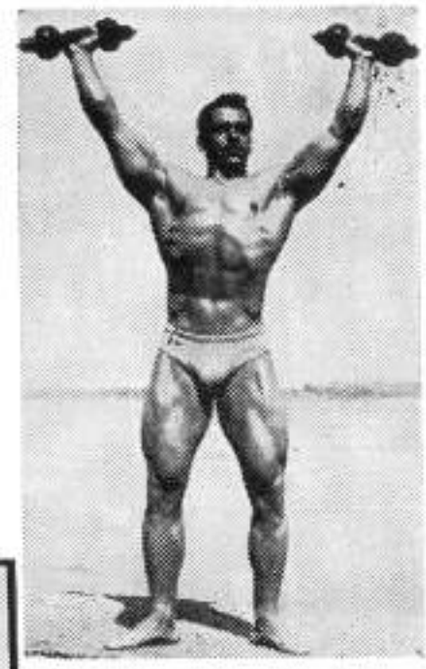
There are available now several brands of facial detergents. These contain no harmful chemical ingredients and are safer than soap for acne conditions. Ask your druggist for a good facial detergent. Or you can order the "Weider Clearskin" as advertised in this magazine. Sometimes this alone will rid the face of 50% of its rash.

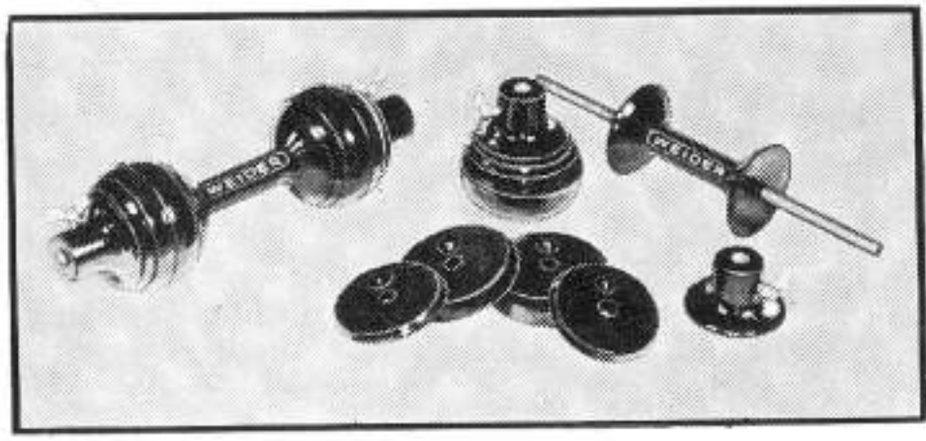
Don't spread the acne by rubbing it with a towel or

(*Continued on page* 54)

KEEP PHYSICALLY FIT IN 10 MINUTES A DAY

right in your own home and at your convenience





Especially Designed For The Busy . . .

- Executive
- Traveling Man
- Sedentary Worker
- Soldier

Health and Appearance—Your Key to Success

If you've been too busy to take care of yourself and have lost your youthful physique, pep and vitality, then you're getting much less out of life than you think. How you look and feel makes a real difference in business and social success. No one admires a weak, sickly man or even wants to be his friend. Instead, he is ignored, left out of all the exciting times. So if you're not getting all the fun from life that you think you should, now is the time to decide to recapture that "Great To Be Alive" feeling again. You can, and quickly too, if you use the Weider 'Keep Fit' Dumbell Set a few minutes a day at home. You'll be delighted at how fast you will build a strong, healthy body, how quickly you'll add pounds and inches of muscle onto your skinny frame, or melt off excess flesh if your problem is overweight. You'll build a magnetic personality too, one that will make you a stand-out in any crowd. So don't delay . . . order your set today and all these benefits will soon be yours FREE.

FREE

Order now and receive absolutely free, an illustrated course of instruction explaining 39 medically approved exercises you can follow to build muscular arms, a thick chest, Herculean shoulders, athletic legs and a trim waist. In addition, there is special advice on diet, hygiene, massage and relaxation—everything you need to know about keeping fit in 10 minutes a day.

ONLY $20.00

With Course

Joe Weider, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

Enclosed find $20.00 for which please rush me the Weider 'Keep Fit' Dumbbell Set and Course of Instructions. I understand I must be satisfied or my money back in 7 days.

Name _____

Address _____

City _____ **Zone** ____ **State** _____

No COD's. Prices FOB Warehouse. **In Canada, order from: Weider Barbell Co., 4466 Colonial Ave., Montreal, Que., Canada.**

SKINNY Gain Up to 50 Pounds OR YOUR MONEY BACK!

Even when other methods fail, Weider Weight Gaining Food Supplements add pounds of bodyweight on the most stubborn cases!

HERE IS YOUR LIVING PROOF

JULIAN DAMES
(before)

GAINED 45 POUNDS
(after)

"I was always tired, ashamed of myself, because I was so skinny and weak. Now — thanks to Weider, all this is changed. I gained 45 pounds of muscle, look and feel like a real man!

WHAT I HAVE DONE FOR HIM-- I CAN DO FOR YOU!

Here's Why You Must Gain Weight!

Underweight people stay thin because they lack appetite, usually suffer from secondary anemia, possess low resistance against disease and tire so easily they take no interest in healthful living. Here is how Weider Weight Gaining Food Supplement helps them: 1— the appetite is stimulated. 2— secondary anemia is corrected. 3— resistance against disease is built up. 4— you feel so good you want to exercise and build up your body. NOTE:— We don't just fatten you up. We build you up inside and out, making you stronger, healthier than before.

GUARANTEED

A complete list of ingredients and full instructions for use is on every label. Show to your doctor before taking and if he doesn't agree that our product will help you gain weight, you can return for a refund.

So Easy To Use

Weider Weight Gaining Food Supplement comes in either delicious flavored liquid or handy tablet form. Only 3 teaspoons a day or 3 tablets before meals and you **will** gain weight!

FREE — Weight Gaining Course With 3 Month Supply

Order the 3 month supply and receive FREE a printed course telling you the best foods for gaining weight, exercise, hygiene and other information you can use to gain weight twice as fast.

. . . RUSH MY ORDER

Weider Food Supplement, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

Gentlemen: Rush me your Weider Weight Gaining Food Supplement. (Check which)

LIQUID—1 pt. (1 month supply) . . . . $ 3.85
—3 pts. (3 month supply) . . . $10.00

Tablets —100 Tablets $3.50
—300 Tablets $9.00

Name . . . . . .

Address . . . . . .

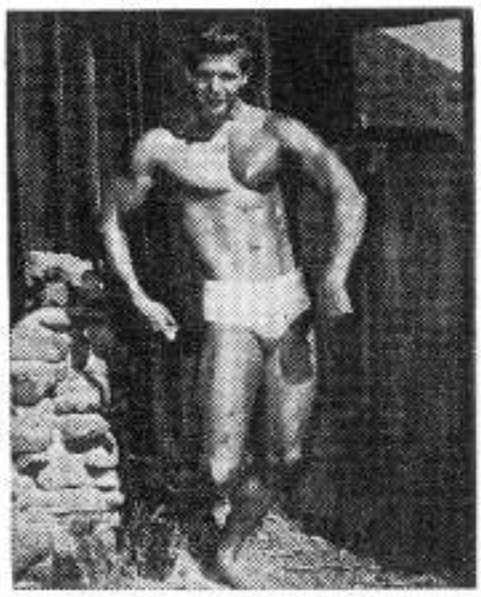
City . . . . . Zone . . . . . State . . . . . .

No COD's. Small Postage Extra. In Canada, order direct from, Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

BILL CERDAS by Lon

This popular model is a former Mr. New York City

BRUCE Presents



Rugged and handsome football and baseball CYO star from San Antonio.
Catalogue #55 $3.00
Postage:
First Class 15c—Airmail 25c

35 MM Color Slides of Sam Stall
6 for $3.00 12 for $5.00
Postage:
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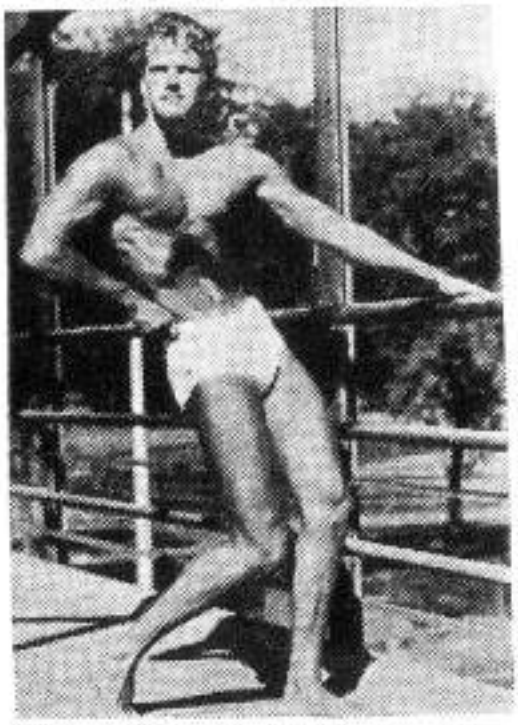
Choice samples and illustrated circulars will be sent for $1.00.
BRUCE OF LOS ANGELES
Box 75305—A, Sanford Station
Los Angeles 5, Calif.

Presenting Series #2



RICHARD ALAN
6'1" tall—190 lbs.—19 years old Dick is a University Student excells in Bodybuilding and is a excellent handbalancer.
15 poses on dble wht. silk paper $3.00 the set plus 15c postage.
Order Now From
CLIFF OETTINGER
Box 673 Chicago 90, Ill.

Exit Acne

(*Continued from page* 50)

by massaging it with the fingers. Hands off! should be your motto. Never use anything on the face containing chemicals or alcohol. Both rob the face of natural oils so necessary in healing this condition. Only by strict observance of these rules can the disease be checked from the outside.

There is bright new hope for those who through lack of care or improper medication feel themselves doomed to a life of facial ugliness marred by the scars of this blighting disease. Medical science has developed a new and satisfactory method for the removal of acne scars and scars following the diseases of chicken pox and small pox.

In this method the physician first freezes the face with ethyl chloride gas. Then, using a motorized wire planing brush, such as a dentist might use in drilling teeth, he planes the scarred areas. The number of treatments required depends on the depth of the scars. In some cases one treatment is enough . . . in more stubborn cases the treatment is repeated although not more than once a month.

The face, once it begins to thaw from the effects of

LOSE WEIGHT FAST!

15 Million Fat People Face Early Death

DOCTORS WARN: — Cancer, heart disease, diabetes and other dread diseases attack fat people more often than those of normal weight. Protect your life, your health, good looks! Follow the Weider 3 Way Reducing Plan NOW!

Before

After

JERRY MURRAY At 28, Jerry Murray was too fat, suffered from indigestion, shortness of breath. He followed the Weider 3 Way Reducing Plan and LOST 56 pounds, 10" from his waist.

Before

After

ROBERT REID—Police Constable Robert Reid was overweight, found it hard to do his job. He used Weider 3 Way Reducing Plan for 2 months; lost 30 pounds, regained his former pep and energy.

Here's Why You Must Lose Weight Quickly When You Follow The Weider 3 Way Plan.

1 You receive a supply of medically approved reducing tablets, which protect heart and liver during reduction. Take 3 a day, one before each meal.

2 You aren't placed on a Starvation diet. You eat satisfying quantities of nourishing food, following simple diet instructions outlined to you in FREE printed course. You are never hungry, still you lose pounds each day.

3 You can CONTROL where you lose weight. FREE illustrated course shows you enjoyable exercizes to follow to melt off chest, waist, hips and upper thighs, improving your physical condition and making you look youthful and attractive.

Weider Reduce Aid, Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

I want to lose weight safely and quickly. Rush me the size bottle of Weider Reduce Aid, which I have checked below, PLUS FREE REDUCING COURSE. I am enclosing payment in full.

100 Tablets (one month supply)....$3.50
300 Tablets (three month supply)..$9.00

Name .....

Address .....

City .....Zone ....State .....

No COD's. Postage is extra. In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.

GUARANTEE: — Weider 3 Way Reducing Plan must help you lose dangerous overweight quickly and safely without harmful drugs, inconvenience or weakening diet — OR YOUR MONEY BACK!

Protect Your Health to Lose Weight Fast — Clip and Mail Coupon

PRICES:—
$3.50 for one month's supply
$9.00 for three mos. supply

the gas, usually bleeds for several minutes. However, healing is rapid, usually in a few weeks, with no evidence of the disease or scar. More important, the skin of the scarred area will match that of the unscarred skin. Consult your family physician who will recommend a specialist in this branch of the medical profession.

For a comparatively few dollars you can divorce yourself from a life of embarrassment and ugliness. Certainly it is worth the money it costs and the period of pain and convalescence.

Your Cologne

(*Continued from page* 43)

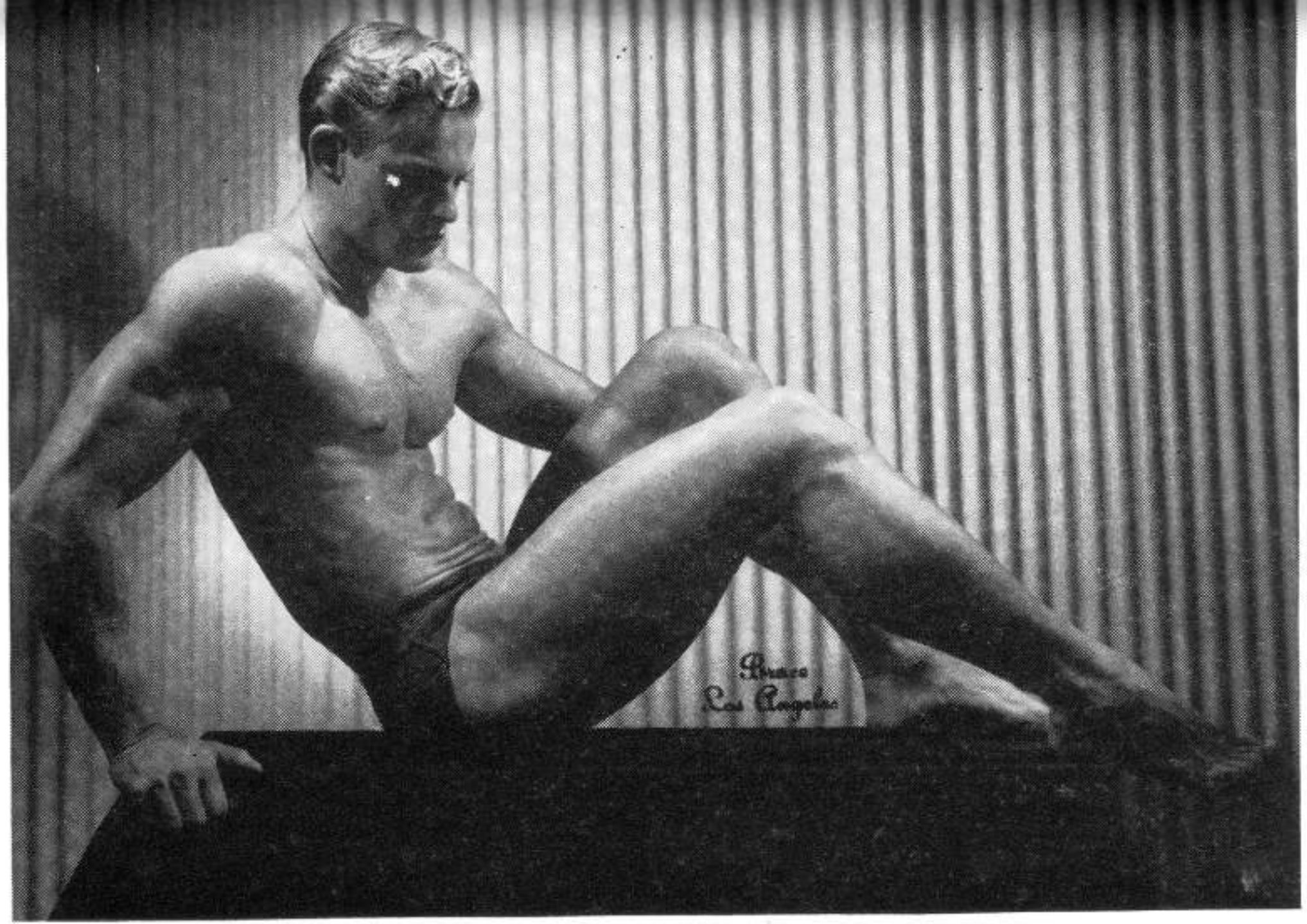
counter smelling bottle after bottle of the brew.

Rather, ask the salesperson to spray a bit of two colognes, one on each wrist. Before sniffing the results, first allow the scent to mingle with the warmth of the skin for a few moments, then smell. If you find one that pleases you, fine! If not, wash the hands thoroughly and repeat the process with two others until you find the scent that completely satisfies you.

You will be well-advised to NEVER use heavy spice cologne . . . no cinnamon buns for you. Also be wary of certain floral odeurs such as lotus, gardenia, jasmine, or narcissus . . . these are too distinctive and too feminine for male use. Carnation, while obviously floral in name is actually a spice perfume.

When using cologne, be sure that your bath soap is not heavily scented. They C-L-A-S-H!! To scrub yourself with carnation soap and then to apply lilac cologne is to invite a state of nausea in those who come in contact with you. Here are some helpful suggestions to aid you in selecting the cologne best suited to you.

1. At the outset remember that cheap scent is never worth owning . . . buy the best your pocketbook affords or use none at all.
2. Assess your personality type before you consider buying *any* cologne.
3. Don't choose pungent or "loud" scents . . . your cologne should never herald your arrival, it should always suggest . . . never declaim.
4. If you are a gay laughing, light-hearted youth, choose a very light and
5. Should you be of more pleasant odeur . . . no mysteries of the Nile for you.



GORDON HANSON by Bruce

Muscular star of the hit musical play "South Pacific"

FOR THE BEST
IN PHYSIQUE PHOTOGRAPHY IT'S
WARNER STUDIOS

Send Today...

FOR A MASTER LIST OF AVAILABLE
PHYSIQUE STUDIES
OVER 70 DIFFERENT MODELS TO CHOOSE FROM

70 DIFFERENT MINIATURE PHOTOS
SENT WITH EACH MASTER LIST
(ONE PREVIEW PHOTO OF EACH MODEL)

PRICE...
MASTER LIST
AND
70 MINIATURE PHOTOS

$1.00

TO
WARNER STUDIOS
P.O. BOX 268
OAKLAND 4, CALIF.

serious disposition, more on the calm and aloof and reserved side, select something which is not so brilliant in tone, perhaps a simple floral odeur, or something with a trifle of the mystic in it.

6. However, if you are the bold, forceful, aggressive business tycoon, a more dynamic scent is indicated . . . one of the good synthesized colognes . . . even a bit on the exotic side.

7. In summation, your cologne should express perfect harmony with your personality and physical make-up . . . always subtle, always enhancing . . . never at variance.

8. If your profession or employment necessitates your mingling with many other people, use your cologne sparingly or not at all. You will cease to enjoy it if it has to fight a constant battle with a dozen or more other scents.

9. Sometimes the terms "cologne" and "eau de toilette" (toilet water) are used interchangeably. Actually cologne is a somewhat weaker distillation of the perfume, and as such is more practical for men since it does not linger too long. Scent should never linger more than a few hours.

10. Never put cologne on clothing. Always on the skin, under the arms and on the chest. If cologne is absorbed into the clothing it lingers until it becomes stale. Also, some colognes discolor clothing.

Above all, when squiring your best girl to the Senior Prom be sure your cologne is subdued and discreet. If she is wearing her best Christian Dior gown and comes floating your way on a gossamer cloud of Patou's "Joy", while you are doused in a sea of "Old Fruit

YOUR HAIR WILL GROW ON A HEALTHY SCALP!

AMAZING Weider Formula #7 is specially prepared for all men . . .

- Who find loose hair on their combs
- Who suffer from itching dandruff
- Whose hair is thinner than before
- Whose lifeless hair is hard to groom

WHY IT WORKS

Weider Formula #7, penetrates deep beneath the surface of the scalp, dissolving dirt and other obstructions from hair shaft, permitting healthy hair to grow. Works on the principle that you can't thread a needle with a clogged eye and you can't grow hair with a clogged scalp.

MAKE THIS CONCLUSIVE TEST

Have barber examine hair and scalp before using preparation. 2 weeks later have him examine again. If hair and scalp isn't 100% healthier, cleaner and better groomed, your money back! **We can't fail!** Each bottle of Formula #7 is specifically compounded in our laboratories to help your personal scalp condition; dry, oily or natural. You also receive FREE booklet on daily care of hair for extra benefits.

Endorsed by, good looking Steve Reeves, Mr. Universe.

SO SIMPLE TO USE

1 Apply tonic once a day with gentle massage.

2 Use Shampoo to thoroughly clean scalp once a week.

ORDER TODAY and receive FREE BOOK on Hair Care

MAIL THIS COUPON

Self-Improvement Inst. Dept. A
16 Hopkins Ave.,
Jersey City, N. J.

Gentlemen:
I enclose $5.30 (tax incl.) for a full 2 month's combination supply of Weider Tonic and Shampoo. Send me formula best for my scalp condition which is ☐ Dry ☐ Natural ☐ Oily

Name .....

Address .....

City .....Zone....State.....

No COD's. Small postage extra. Canadian address: 4466 Colonial Ave., Montreal, Que., Canada.

Cake" . . . it should come as no surprise to you if she goes completely to pieces and falls in a faint at your feet. Your evening, in this case, has ended before it began.

Use cologne, but use it wisely and discreetly. Its effect can be magical or murderous . . . it all depends on you.

Foreword

(*Continued from page* 3)

"ADONIS" has been created. In its pages you will find instruction in a wide variety of subjects necessary to the fullest development of man as a personality . . . subjects so important that no other publication has ever more than briefly touched upon . . . subjects which we will discuss thoroughly and intensively.

We would like to impress upon you that the topical matter exposed here is both vital in its purpose and authoritatively propounded by a panel of experts whose eminence in their respective fields cannot be questioned. We hope that you will profit by such instruction so that your life may be lived longer, more fully, and with higher purpose than you ever dreamed.

JOSEPH E. WEIDER

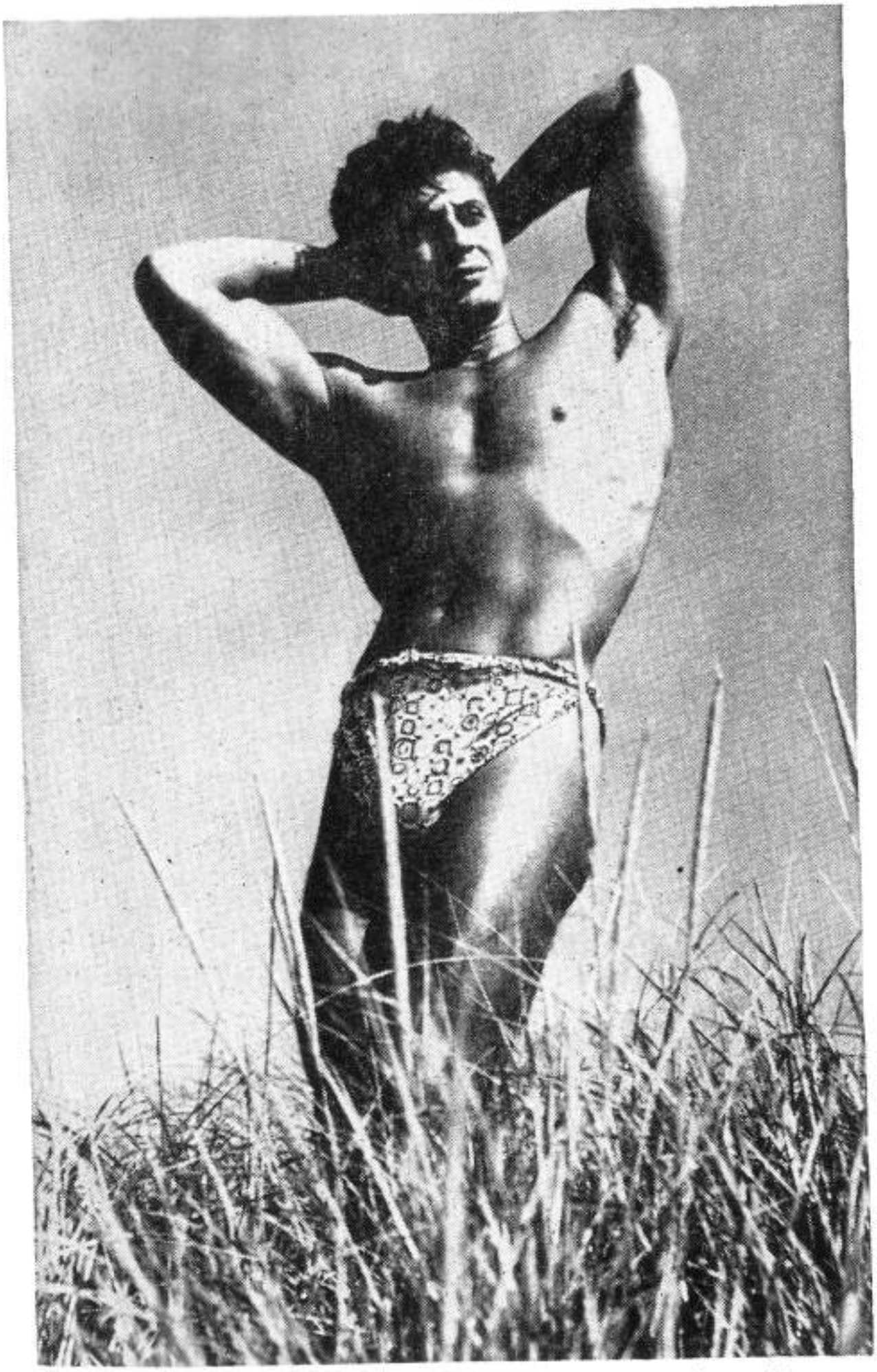
Mangled Muscles

(*Continued from page* 17)

After the usual haircut and shampoo Joe begins the ritual of the hot, hotter, and still hotter towels. Poor Jerry's facial muscles under this ordeal by fire crumple like a cheese souffle. This, however, is not all. Discovering that there is still a trace of life in his victim, Joe now administers his special tonsorial coup-de-grace. With his ham-like hands whirling like a mix-master Joe pulls and tears the muscles of Jerry's face in every conceivable direction. He snaps and stretches and rends and tears every tissue until our hero's face looks like a bowl of stewed rhubarb. And where is our charm boy during the fray? Why, fast asleep in the chair.

Joe, having "given him the works" awakens Jerry who forks over five bucks and staggers sleepily on his way, little realizing that his date with Gloria is already a shambles.

Gloria had been looking forward to an evening of fun and bright conversation with the most eligible man in town. Instead she got the booby prize, for Jerry, so sleepy from the



TONY TERRACCIANO by Heyne

An outstanding physique in a striking pastoral setting

DON'T MISS THESE HE-MAN MAGAZINES

Muscle Builder

Muscle Power

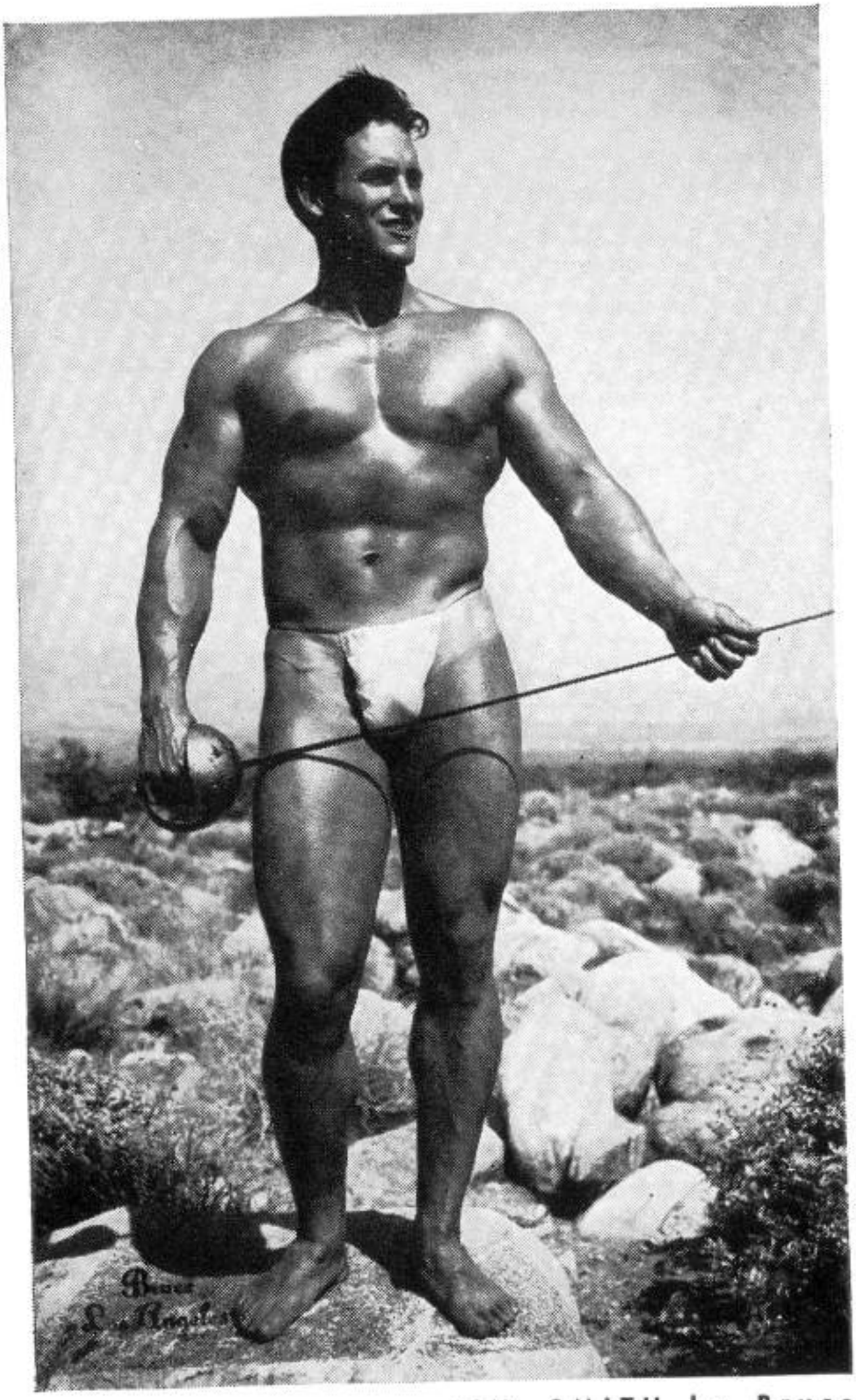
Here are two action-packed magazines every admirer of the perfect male physique must read. In them you will learn exactly how the muscular stars shown in this publication train to develop their powerful bodies:—their favorite exercises for molding a thick chest, massive arms, a trim waist, rugged legs. Each magazine is loaded with more than 100 pictures of the world's best developed men in exciting poses which won them world fame. Fast moving text explains every intimate detail of their private and professional lives. Pick up a copy of each at your local newsstand. Only 35c! You'll enjoy them—learn from them. They must be good . . . they're WEIDER PUBLICATIONS!

maniacal manipulations of Joe, couldn't have matched wits with a half-wit, and for his fabulous charm . . . where was it? Why, it was cuddled up all cozy and nice in Joe's barber chair, locked up safely for the night.

The moral of this story is that facial massage is too often performed by incompetent masseurs like Joe. There is much to be said for massage if it is correctly done. In cases of facial paralysis it is the only exercise available, static though it is.

The best massage is obtained through electric vibration. This technique makes it possible for the masseur to use varying degrees of pressure on the patient and allows him to reach the very seat of congestion no matter how deep.

Facial massage should always utilize this vibro-tapping motion. Facial muscles should never be stretched because prolonged pulling or kneading causes the muscles to become unhinged. Use a vibrator or have your massage done by an expert. To do otherwise can be disastrous.



JIM SMITH by Bruce

Would anyone deny that he is "king of all he surveys"?

Give Your Tired Body

NEW LIFE . . . . .

Amazing Dietary Secret of World Famous Athletes Now Offered to You . . . . .

WEIDER HI-PROTEIN FOOD SUPPLEMENT Is Used By

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GOOD FOR ENTIRE FAMILY

Children love its rich, nut-like flavor. Adults enjoy its delicious taste. Helps entire family to build strong bones, solid flesh, resistance against disease. Comes in two forms:—handy tablets or smooth powder. One months supply of either is $3.00. Three months supply is a low $8.00.

EVERYONE NEEDS PROTEIN

PROTEIN is the most highly concentrated, easily assimilated food substance known. It supplies the body with vital nourishment to build healthy tissue, great energy, unlimited endurance. Professional athletes use it generously. Doctors prescribe it to patients who are dangerously weak. YOU should use it to give your tired body NEW PEP AND ENERGY! Helps thin people to gain weight and fat people to lose unwanted pounds. **Everyone** benefits from its daily use.

Read These Medical Facts

Weider Hi-Protein is more than 50% pure protein, broken down to its most easily assimilated form. It is additionally fortified with generous quantities of Vitamins A,B,C,D, and essential minerals to promote body health. So skillfully compounded that it is 15 times more concentrated than protein from either eggs or meat, yet more easily digested than either of these foods.

USE HANDY COUPON AND ORDER TODAY

Weider Food Supplements, Dept. A
16 Hopkins Ave.,
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I want to give my tired body new life. I enclose $..... for which please rush me the item I have checked below:

☐ 1 months supply Hi-Protein Tablets.. .....$3.00

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☐ 1 months supply Hi-Protein Powder... .....$3.00

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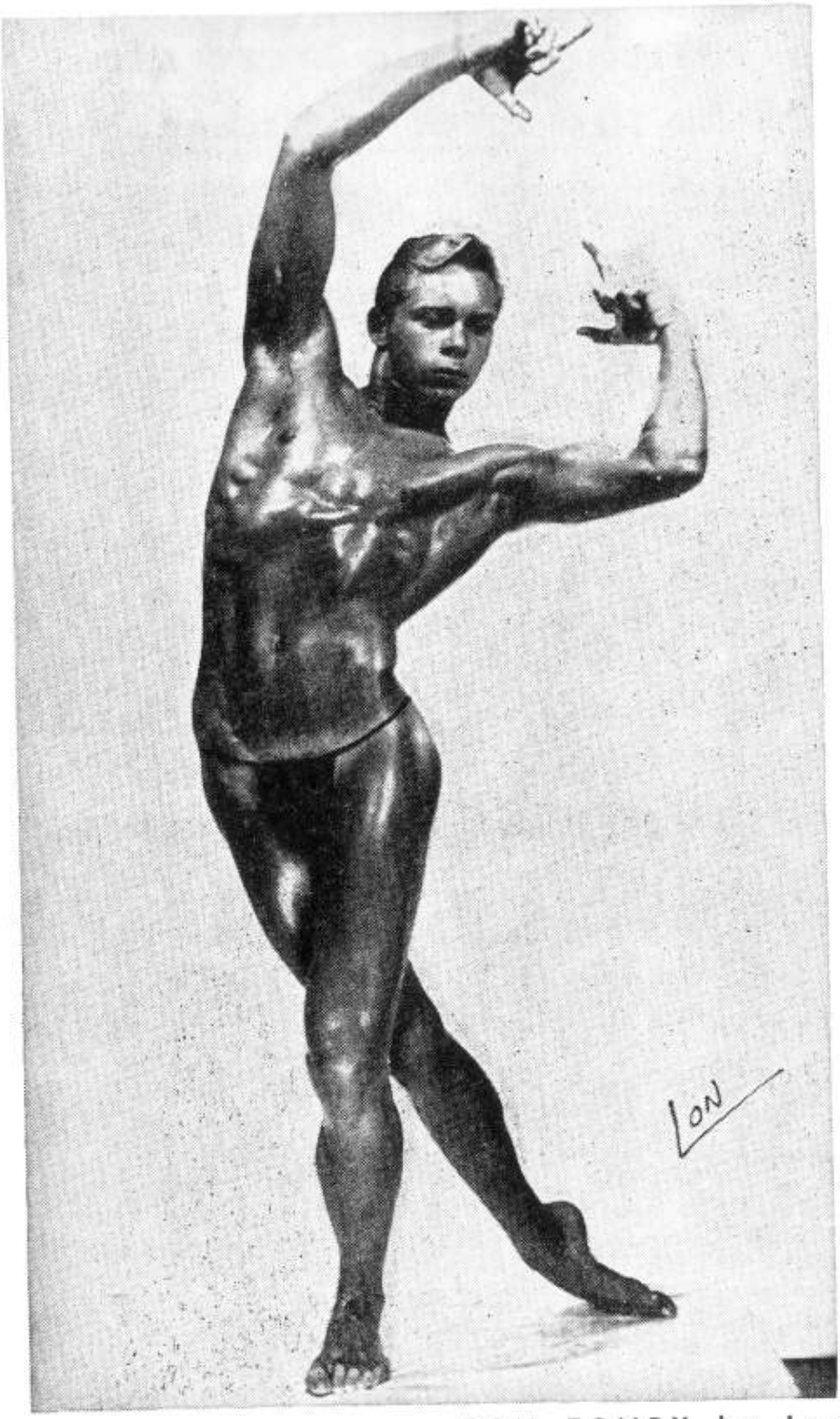
Address .....

City .....Zone ....State .....

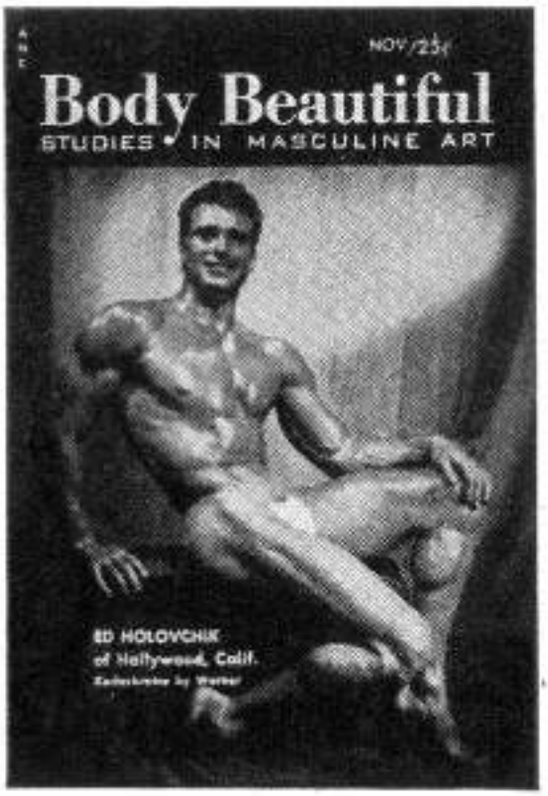
No COD's. Postage extra. **In Canada, order from: Weider Food Supplements, 4466 Colonial Ave., Montreal, Que., Canada.**

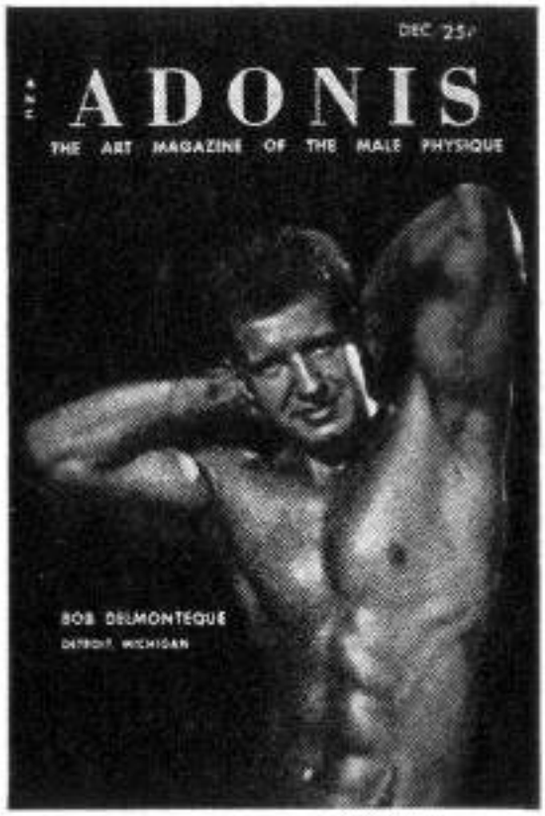


DON TONRY by Lon

A popular young model and the epitome of fluid grace

IF Michelangelo were alive . .
He'd Be the First to Subscribe to





BODY BEAUTIFUL

ADONIS

These companion magazines are hailed by art lovers and those who appreciate the highest ideals of manhood for establishing an exciting new trend in the cultural presentation of the male form. In them, each month, you will find a wealth of inspirational material dedicated to the perfect man as seen through the eyes of the world's greatest artists, sculptors, and physique photographers. Those who admire male perfection on its highest artistic plane, will want to obtain and save every copy of "Body Beautiful" and "Adonis."

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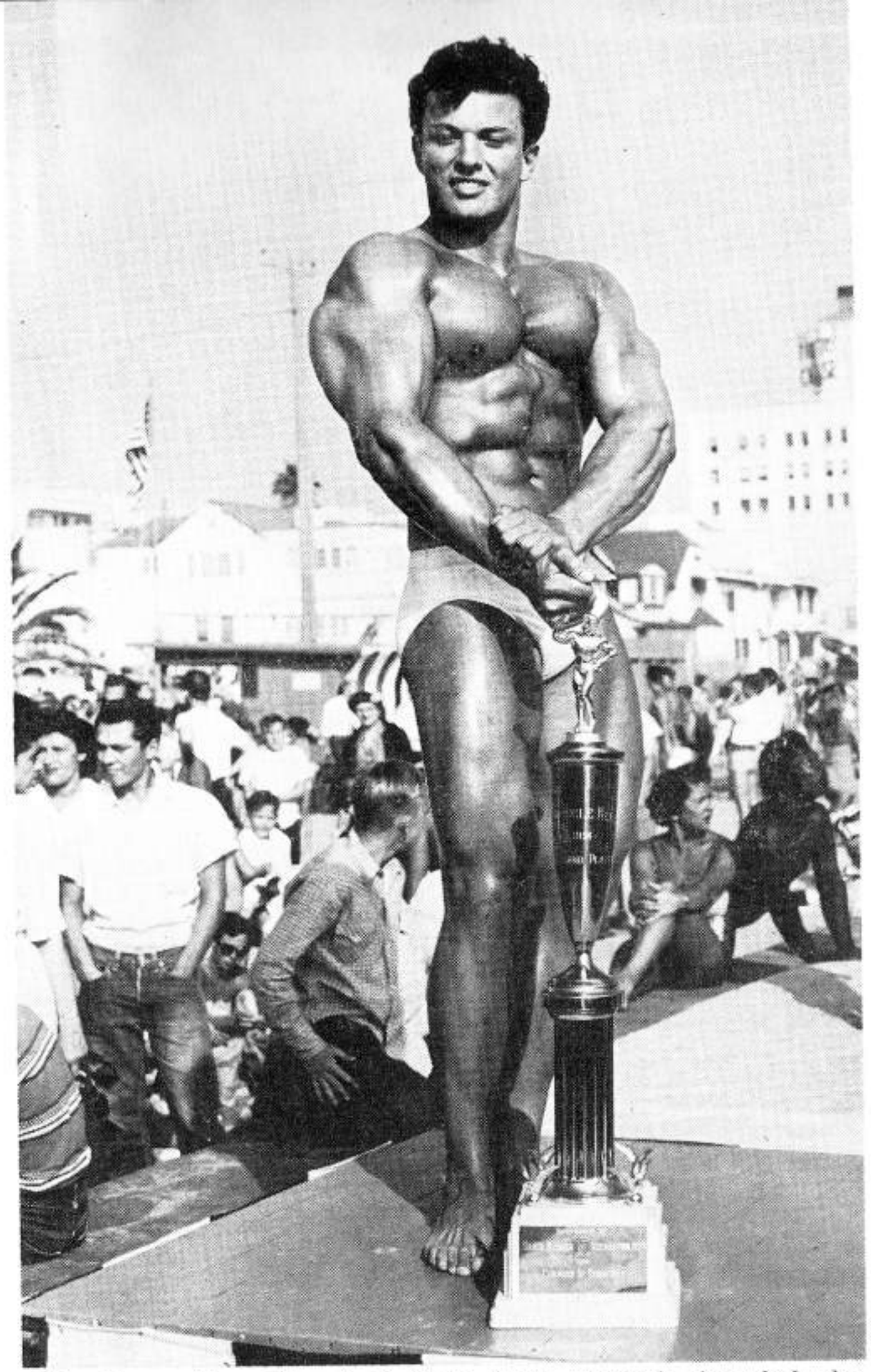
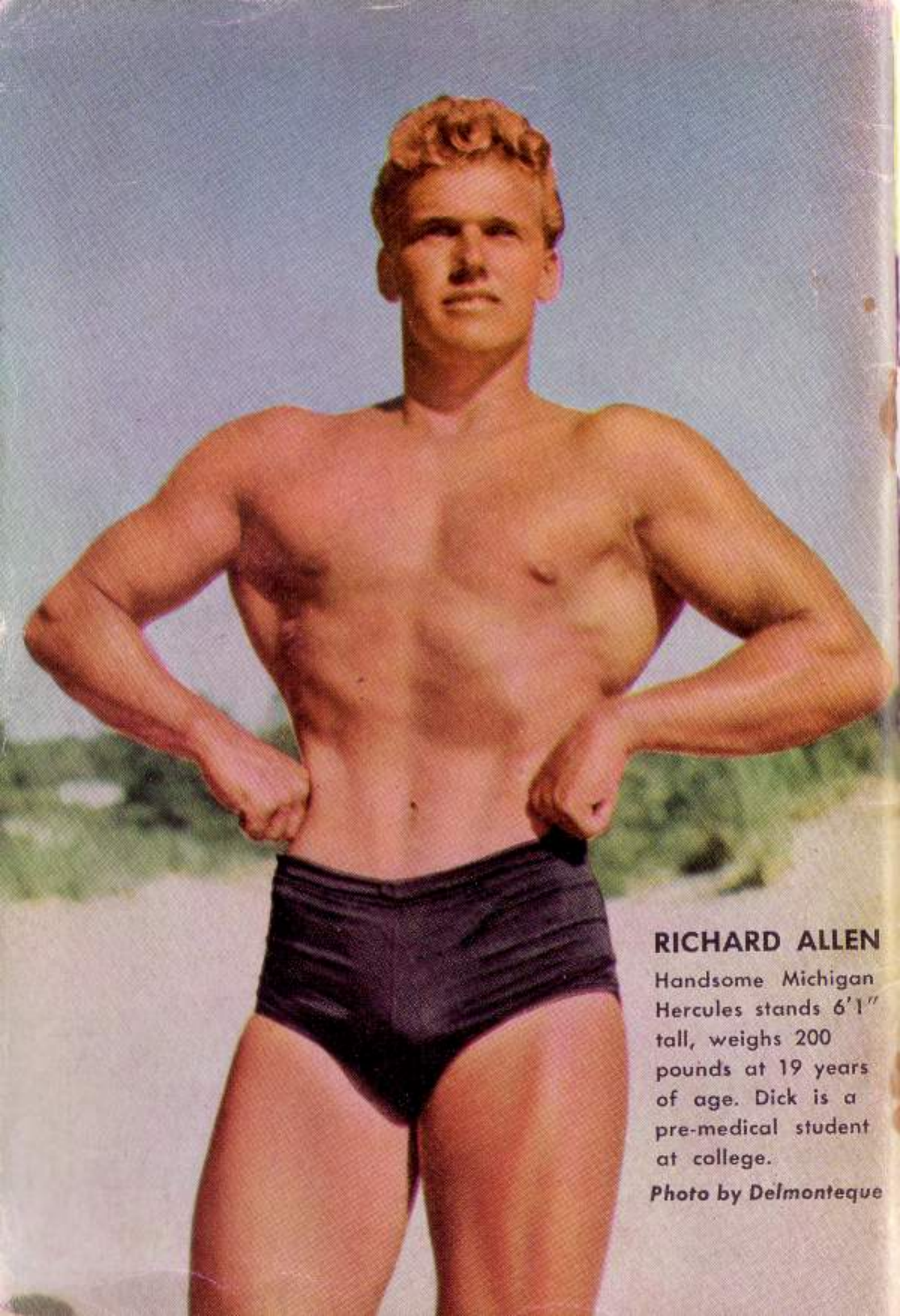


Handsome Lou Degni of New York, recently invaded the West Coast and captured the title of Mr. Surfside. Lou is one of America's top stars. . . . . BRUCE



RICHARD ALLEN

Handsome Michigan Hercules stands 6'1" tall, weighs 200 pounds at 19 years of age. Dick is a pre-medical student at college.

Photo by Delmonteque