PHYSIQUE PHOTO NEWS

Volumn 1. Number 1. May 1951

Mr. Photo Collector:

Six physique photography studios have joined together to bring you this brochure. Because of its wealth of photographs you will wish to keep it for reference or to pass it on to an interested friend. A substantial return from their advertisements will encourage these and other photo advertisers to continue presenting this miniature magazine which will be sent you free of charge.

Following are some suggestions which will help all of the companies listed in this booklet give you prompt, accurate service.

HOW TO PREPARE YOUR ORDER:

1. Print the items you desire in columns. Don't "Bury" your requested items in some long paragraph of commentary. Clerks handling your order are always interested in your commentaries and special problems, but their primary desire is to immediately begin processing your order.
2. Print (don't write) your name, address, city, etc. on the face of your order (not just on the envelope).
3. Keep a copy of long orders in case you wish to make an inquiry.

TIME REQUIRED FOR DELIVERY.

Most of the material advertised in this brochure has been stocked by the advertisers and you will probably receive it within about 2 weeks or less from the date you send your order. Some items not stocked may require up to a month or slightly longer.

FORM OF PAYMENT:

Cash, checks, money-orders, United States uncancelled postage stamps, will all be accepted.

AIRMAIL DELIVERY.

All companies request that a customer pay airmail postage if that service is desired. Airmail postage on 4 4x5 dbl-wt photos would be 6¢. 12 would cost 18¢. 15 would cost 24¢. A group of 12 8x10s would require 80¢.

It had been hoped that Iron Man magazine would be able to print this first issue of Physique Photo News, but work on their new magazine Body Culture made this impossible at the present. If you are not already acquainted with Iron Man, you may obtain a sample copy for only 25¢ by writing Iron Man Dept P.R., ALLIANCE, NEBRASKA. Subscription for 24 issues is $5.

Iron Man carries display photos and advertisements of many of the photographers in this booklet. It is printed on a good grade enamel paper, considerably superior to the other physique magazines. We strongly urge your support of this fine magazine.

SPARTAN offers the discriminating collector the following items:

SERIES ELEVEN.. which spotlights 12 handsome Spartan favorites in one superb album, costs only $3 for 12 4x5 matte prints on double-weight paper.'

Illustrated above from left to right are... Tabby Anderson, Demetrios Dardanis, Gene Eberle, Andrew Kozak, Bill Cunney, Ray Black, Johnny Murphy, Alex Aronis, Jack Harris, Eric Pedersen, Bud McNeal, and Rex Ravelle.

Still available are Series 1 to 10 at $3 for each series or any 3 series for $8.

The following SPECIAL ALBUMS at $2.50 per album: Tabby Anderson.... Alex Aronis .... Steve Reeves .... Dale Curry .... Rex Ravelle .... and Eric Pedersen ....

12 4x5 prints in each album...$ 2.50 each

12 8x10 prints in each album. $10.00 each.

SPECIAL BONUS: ***FREE!*** 1 8x10 print with each $8 order.

Coming Soon! 35mm COLOR by SPARTAN. Watch bulletins.

SPARTAN STUDIOS

Dept. C Box 16905, West Branch
Los Angeles 46, California

RUSS WARNER

PRESENTS:

1.

2.

3.

4.

FOUR NEW MODELS

1. – Group "A" No. 19 Russ Warner
2. – Group "A" No. 20 John Meeker
3. – Group "A" No. 11 Dick and Jonney
4. – Group "A" No. 21 Jim Jacobs

Each of the above groups consists of twelve different photos. All studies are printed from the original negative on regular photographic paper.

THE PRICES:

Four sample 4x5 inch photos. $1.00
Eight 4x5 inch photos. $2.00
The complete set of twelve
4x5 inch photos. $2.50
Eight by Ten inch enlargements. . .$1.50 ea.
Four Eight by Ten inch enlarge-
ments $5.00

SUBMIT ALL ORDERS TO:

RUSS WARNER

DEPT. E.M. P.O. BOX 22

ALAMEDA, CALIFORNIA

A free master list of available photos will be included with each order.

BRUCE OF LOS ANGELES PRESENTS PACIFIC COAST PHYSIQUES

ALEX ARONIS--a rising new physique personality--is featured in this group of outstanding male physique studies. Three other handsome young athletes are included. These superb photographs are made from the original negatives by projection printing on double-weight matte paper.

Catalogue No. 16 15 4x5's $3.00
First Class postage 15¢ extra Air mail 25¢ extra

DUAL POSES of dynamic action posed by two teams of virile and rugged negros. A must for the collector of the male figure. Our usual fine prints.

Catalogue No. 20 15 4x5's $3.00
First class postage 15¢ extra Airmail 25¢ extra

STEREO REALIST COLOR SLIDES Until you have seen the male figure projected into the third dimension, you have missed the ultimate in physique studies. Various types of viewers are available at your local photo dealer. A rare collection of 70 slides is now available.

One set (General Assortment) (7 slides) $4.00
First class postage 12¢ extra Air mail 25¢ extra

REGULAR 2X2 COLOR SLIDES We present the largest collection of color slides available on the male physique. A wide range of models is available --photographed in the studio, at the ocean beach, in the mountains, and in the desert.

One set (General Assortment) (6 slides) $3.00
First class postage 10¢ extra Airmail 18¢ extra
Two sets (General Assortment) (12 slides) $5.00
First class postage 15¢ extra Airmail 25¢ extra

BRUCE OF LOS ANGELES
Box 9305-C Station S, Los Angeles 5, California

ATHLETIC MODEL GUILD PRESENTS ALBUM ZX

1st row ZX1 Pat Silbecki (ZX-13pg28), ZX2 Bert Elliott (ZX13pg39), ZX3 Ray Cox (ZX13pgs18, 19), ZX4 Stan Gergoshian (ZX13pg24).

2nd row: ZX5 Ed Bowersox (ZX13pgs9, 10, 11), ZX6 Knolly Simpson (ZX13pg33) ZX7 Art Andrews (ZX13pgs20, 21, 22), ZX8 Herbert Hansen (ZX13pgs6, 7, 8),

3rd row: ZX9 Tabby Anderson (ZX13pgs12, 13, 14, 15, 16), ZX12 Ken Mort (ZX13pg19), ZX11 Bob MacDonald (ZX13pg 26). 4th row: ZX10 Roland Steiner (ZX13pgs2, 3, 4, 5).

The above 12 poses each printed on dbl-wt 4x5 silk paper only $2. Also dozens of additional poses of each man shown here at 25¢ each. These illustrated on the pages of ZX13 which are shown after the athlete's name. Each page costs 10¢. There are 42 pages to catalog ZX13--each at 10¢, and it includes many models not shown here. ZX13pg1 acts as index to other pages.

FIFTY DIFFERENT ALBUMS NOW AVAILABLE AT $2 EACH (Album A thru Z and ZA thru ZX). 250 catalog pages at 10¢ each—(each catalog contains over 30 miniature photos). Ask for our latest comprehensive bulletin 19 if you do not have it.

POSING STRAPS (duplicates of those worn by athletes above) $1 each 15 colors: Beige, red, purple, wisteria, rose, pink, chartreuse, sea-foam green, kelly green, skipper blue, light blue, white, black, yellow, and turquoise.

35MM KODACHROME COLOR SETS on Bowersox (1st man in 2nd row) and dozens of other models not shown here. Each set has 6 slides. 1 set costs $3. 2 different sets $5. 15 sets from which to select including Bud Counts, Leonard Chambers, Forrester Millard, several mixed groups, etc. See bulletin 19.

Viewer for color slides: $1. **COLOR PROJECTOR** which will give you a life-size image with excellent brilliance and pin-point sharpness only $9.95. Underwriters lab approved and guaranteed by the manufacturer.

ATHLETIC MODEL GUILD — Dept. bm, 1834 West 11th Street, Los Angeles 6, California.

AL URBAN

Catalog No. 9 featuring the finest camera studies of the male figure in America – of invaluable aid to

- **ART STUDENTS**
- **PAINTERS**
- **STUDENTS of PHOTOGRAPHY**
- **PROFESSIONAL PHOTOGRAPHERS**
- **SCULPTORS**
- **ART TEACHERS**
- **ILLUSTRATORS, Etc.**

This series is priced at $1.00 and includes ***FREE*** one 5x7 Professional enlargement of one of ***URBAN'S*** best known works – ***"SCULPTURE in BRONZE."***

"SCULPTURE in BRONZE"

Send remittance by Money Order to

AL URBAN, Dept. A.U.

1230 East 63rd St. — Rm. 215 Chicago 37, Ill.

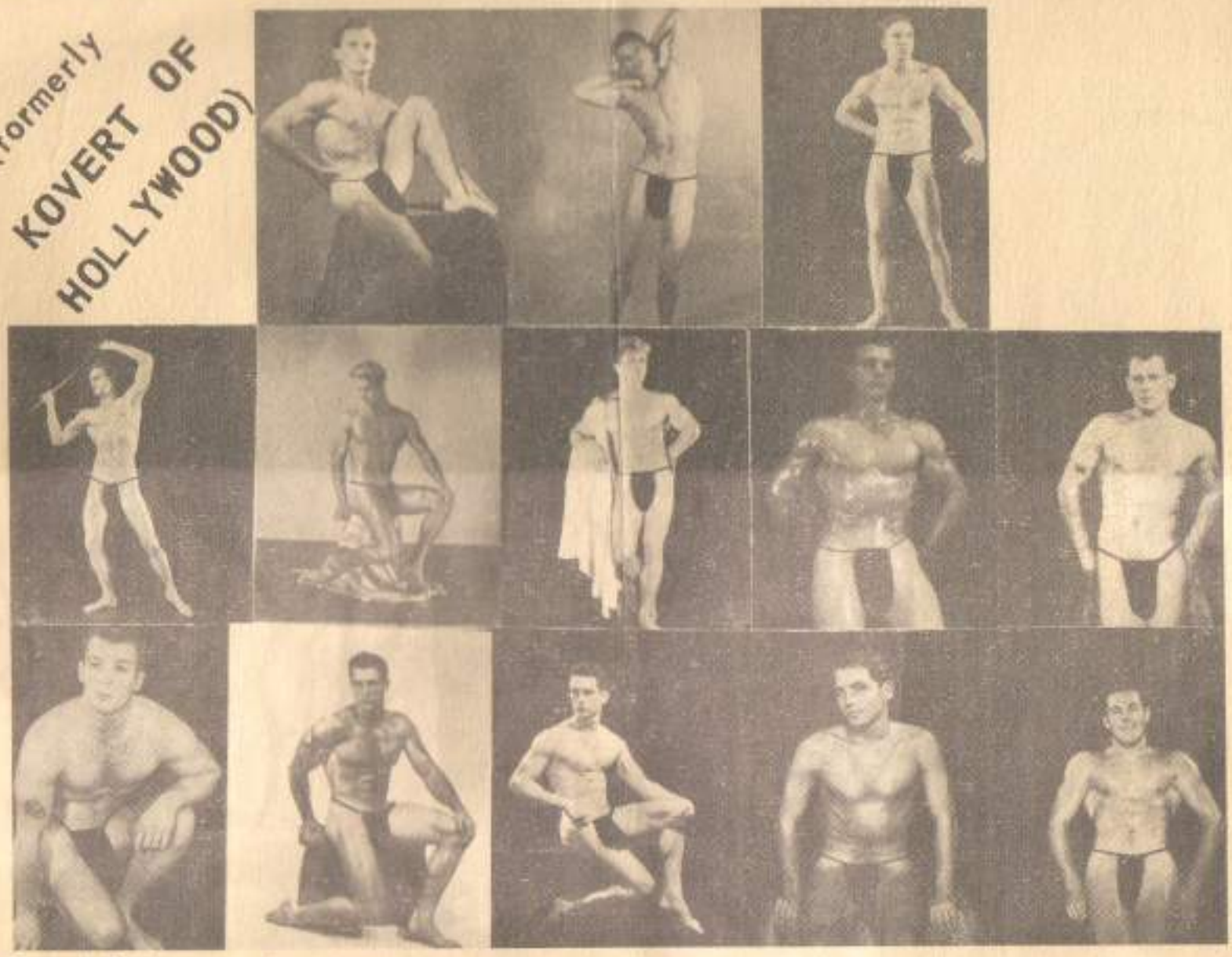
Chicago Phone: MUseum 4-0579

WORLD'S OUTSTANDING PHYSIQUE PHOTOGRAPHER

RICHARD CALDWELL

Takes pleasure in announcing the release of three new series as illustrated below, the first, set "U" stars the new sensation Tabby Anderson in a full dozen solo studies, the second photograph in the first row below shows Wally Shillicut featured in set "V", and third is Tommy Patton, one of several models in our new multiple release, Catalogue "W".

(formerly KOVERT OF HOLLYWOOD)



In addition to the above sets, we have series "H", (Our first all doubles effort, featuring a dozen dual studies of Don Silvis and Andrew Marke) "P" (Don Silvis in a full dozen solo studies, and sets A B C F J M Q and "S" which are of the multiple nature, that is, each of these sets features several different models.) Selector sets of the above catalogues are $3.00 each or any four for $10.00.

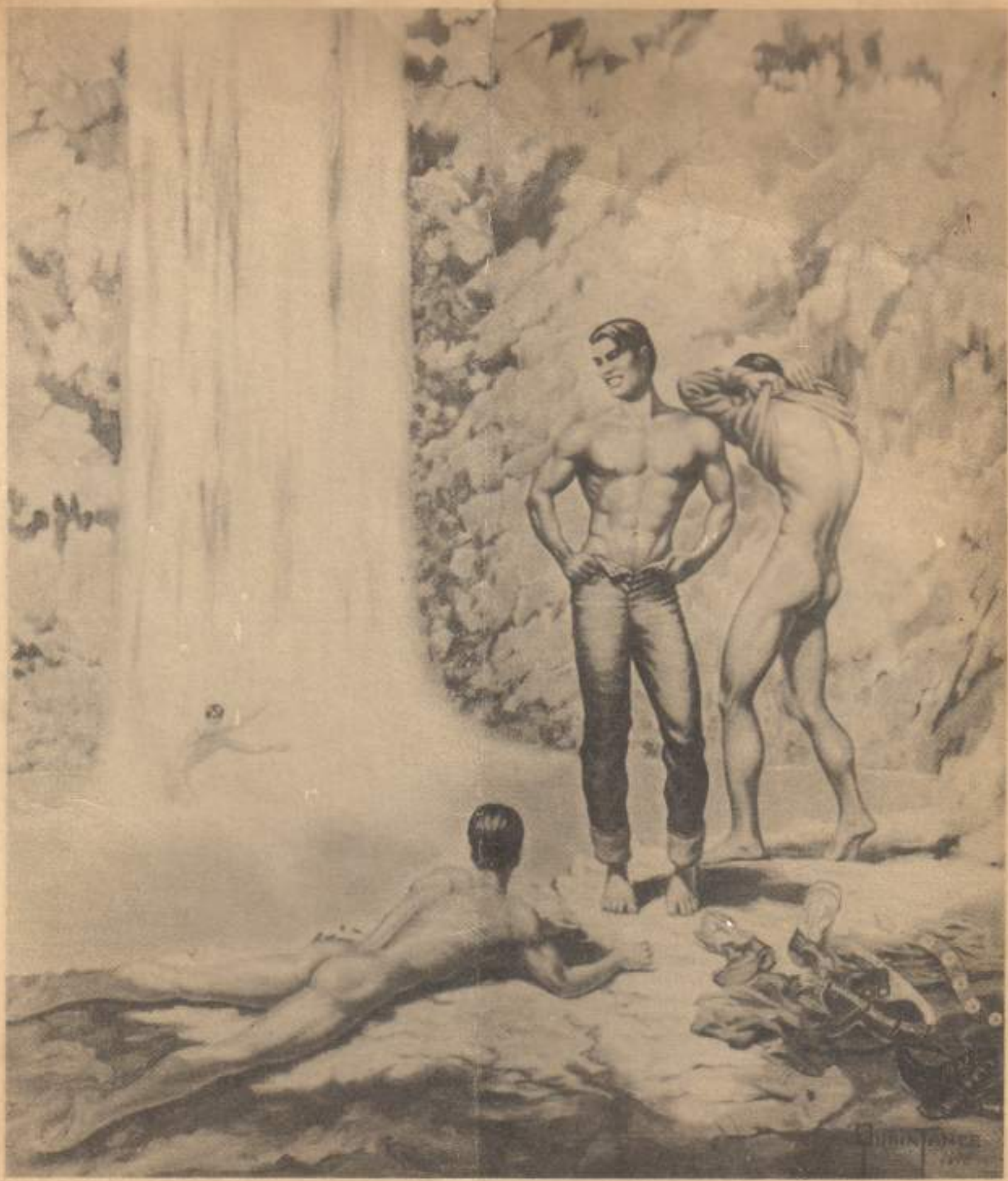
We still have stocks of the previous Kovert sets, (We are eliminating the name "Kovert of Hollywood", but be assured that there is no change in our policies) as illustrated above, the first study in the second row is of David DeBorges (set "D"), the second is Andrew Kozak (Set "E") the third Eugene Meyer (Set "G"), the fourth Buck Lewis (Set "I") and the fifth and last model in row two is Jack Conant (Set "K"). Beginning with the first study in the third row, Dale Curry (set "L") second is John Winship (Set "N") third, Leonard Chambers ("O") fourth Pat Paris (Set "R") and fifth Larry Carr (Set "T").

For further information regarding the present offerings, write to;

RICHARD CALDWELL
Post Office Box 1833 Wilshire-La Brea Station
Los Angeles 36, California

Please address ALL inquiries and make all remittances payable to RICHARD CALDWELL, and use the above address ONLY in all future correspondence. No postal cards please. No orders shipped outside U.S.A.

Descriptive literature sent upon request.



HAVASU CREEK *by George Quaintance*

(Popular cover artist for **YOUR PHYSIQUE** and **MUSCLE POWER** magazines, Mr. Quaintance also does paintings and murals for private connoisseurs throughout the country. He may be contacted thru the Athletic Model Guild.)