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Physique Pictorial

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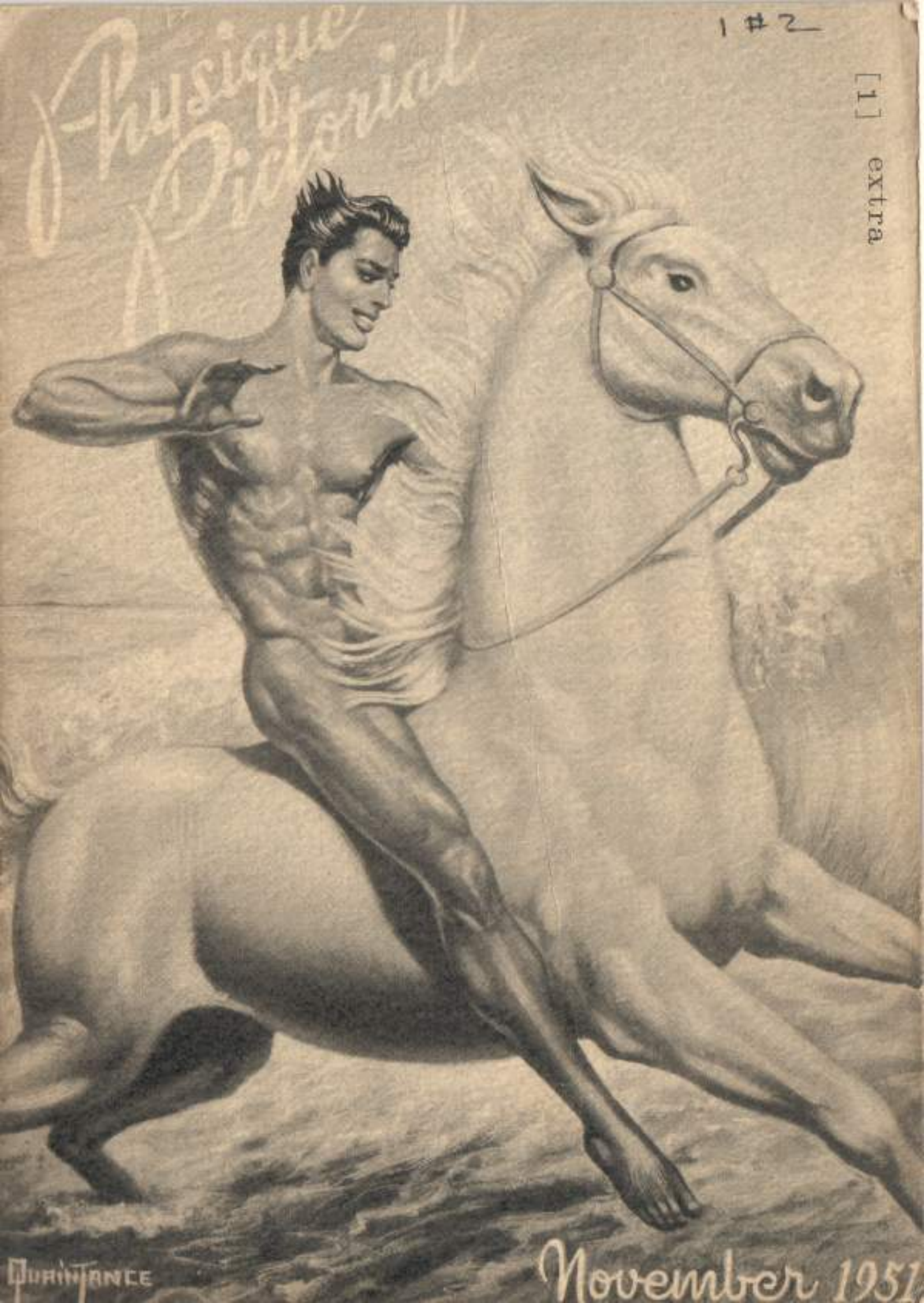


November 1951

PHYSIQUE PICTORIAL

(Formerly PHYSIQUE PHOTO NEWS)

Volume 1 NOVEMBER, 1951 Number 2

Enthusiastic reception of the first issue of Physique Photo News has encouraged the associate photographers and artists to continue to publish it on a permanent basis. You will note that the title has been changed to PHYSIQUE PICTORIAL, since the booklet is to contain offerings of paintings as well as photographs.

LIMITED NUMBER OF PHYSIQUE PICTORIAL PRINTED. Because of the high publication costs, it has been necessary to limit distribution to five thousand. We should like to have every copy get into the hands of someone who will appreciate it. If you are going to throw your copy away, would you please instead pass it on to an interested party. IF BY CHANCE, YOU DO NOT WISH TO RECEIVE **PHYSIQUE PICTORIAL**, WOULD YOU PLEASE INFORM US so we can remove your name from the free subscriber's list and replace it with a new applicant?

NO CHARGE FOR SUBSCRIPTION. This booklet is sent as a gift, the expenses being borne equally by the participating advertisers. If you have friends who have not received it, we shall be glad to send them a copy of the next issue with your compliments, if you will send names and addresses.

INTEGRITY OF ADVERTISERS. PHYSIQUE PICTORIAL is not a closed enterprise and any legitimate studio can be represented in it. However, it was necessary to deny space to some firms who have had a bad customer relation record — who have misrepresented the merchandise they sell, or have failed to send material when customer sent money.

No new advertiser is accepted until he has been thoroughly studied and you may feel confident in sending your order that he intends to see you completely satisfied. If after 30 days, any portion of your order remains unfilled (and you have not been informed of the cause of delay), write the advertiser, giving him details of the order, date sent, form of payment, items ordered, etc., and be assured that he will expedite your order.

SUPPORT ALL THE ADVERTISERS. While your budget may not permit you to immediately order every item that each of the studios herein advertise, it is hoped that you will put this little book aside for later reference, so that when the requirement arises, you will know where to obtain the material you desire.

EDMUND HOLOVCHIK
Album ZZ—12—4x5s—$2
Catalog ZZ13—15 pages—$1.50

CURRY AND RIGHTMIRE: ALBUM ZN, $2
Catalog ZN13 — 11 pages of wrestling $1. More wrestling photos found in Album ZF, $2. Also catalog ZH13, page 4, 10c, shows some excellent wrestling.

HENRY LENZ (Mr. San Antonio)
Album ZY—12—4x5s—$2
Catalog ZY13—7 pages—70c

LARRY FLYNN
(with U.S. Marines)

BOB DU PRE (handsome U.S. sailor)
SPECIAL COLOR SET made up of all of the attractive athletes shown here (except Rightmire): 6—35mm Kodachrome Color Slides for only $3.

JOHN PAPPAS
from Greece

The 3 men directly above and 9 others all found in ALBUM YA: 12—4x5 dbl-wt. silk photos, $2. Over 40 catalog pages to YA13 illustrating over one thousand five hundred miniature photos, all for $4. Ask for YA-13 index (10c) to see contents of other pages.

10,000 DIFFERENT PHOTOS NOW AVAILABLE! 53 different albums like those above at $2 each. Hundreds of 10c illustrated catalog pages from which you can select individual 4x5 photos at 25c each. (Send $30 for 300 catalog pages showing 10,000 miniature studies.) A copy of our latest bulletin listing offerings is included with each order.

KODACHROME COLOR 35mm SETS of 6 slides each, $3. 2 sets, $5. These sets available now: CHAMBERS, GLYNN, COUNTS 1, COUNTS 2, CURRY 1, CURRY 2, DEL MONTEQUE, JENSEN, SCHWARTZ, WINSHIP, MATHEWS, MIXED SET 1, MIXED SET 2, MIXED SET 3. Note: Mixed Set 3 contains all of the athletes pictured above except Rightmire). VIEWER FOR COLOR SLIDES, $1.

PROJECTOR (guaranteed) $9.95

COLOR PRINT SETS. 9 different dye-transfer wallet size prints (2½x3½) $4. 1 set available now. Ask for COLOR PRINT SET A.

POSING STRAPS, $1 Each — 15 colors — See ad on page 15.

7c PLAN — Send $10 to receive 50 of our latest 4x5 single-weight photos each month for the next 3 months. All models identified and a grading sheet is included so that customers may help formulate future selections on the plan.

ATHLETIC MODEL GUILD

Dept. RM

1834 WEST ELEVENTH STREET **LOS ANGELES 6, CALIFORNIA**

EXCLUSIVE SPARTAN MODELS.....

(not available from any other studio)

PETER GORDON
Albums 1, 2, 3 - $2.50 ea.
12 4x5 photos per album.

GORDON & LLOYD
12 4x5 photos $2.50

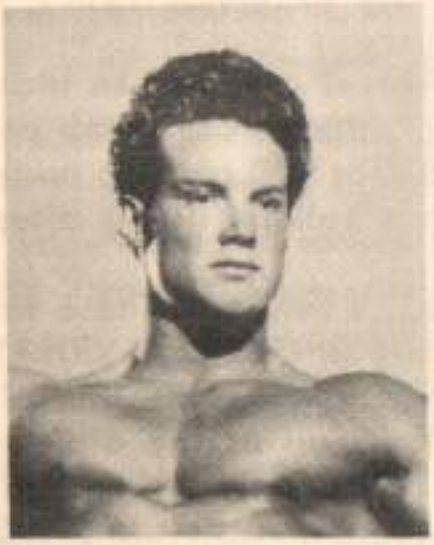
PAUL LLOYD
Albums 2, 3 - $2.50 ea.
12 4x5 photos per album

ALSO Albums of 12 photos each at $2.50 on:

- ALEX ARONIS
- REX RAVELL
- DALE CURRY
- TABBY ANDERSON and others.....

HANK LADD
6 4x5 photos $1.50

ERIC PEDERSON
12 4x5 photos $2.50



STEVE REEVES
12 4x5 photos $2.50

COLLECTORS' ITEMS..

- RUDOLPH VALENTINO
  4 4x5 photos for $1.00
- LEX BARKER (Tarzan)
  4 4x5 photos for $1.00

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

(A) ***Catalogue No. 24. Dynamic Action Duals.*** Six handsome athletes in dual poses of tension and relaxation.

(B) ***Catalogue No. 25.*** The incomparable ***Edmund Holovchik*** in classic single poses. ***Wilbur Counts*** and ***Gordon Hanson*** are included.

(C) ***Catalogue No. 23. Our latest scoop! John Weidemann*** -- a rising young movie star! A husky 6' 2" 215 lb. athlete. Winsome blonde ***Ben Montgomery,*** lithe ***John Moore,*** and swarthy ***Joe Ciulla*** are included.

(D) ***Catalogue No. 26. Lewis Williams*** as ***"Brute Force".*** Five muscular negroes in single poses.

These superb photographs are made from the original negatives by projection printing on double-weight matte paper.

Each Catalogue	(15–4x5's)	***$3.00***
Postage is extra	First class 15¢	Airmail 25¢

New Customer Special. One 4 x 5 print of five of our most popular models. $1.00 Airmail 12¢

SPECIAL OFFER

Each summer we pick 50 outstanding negatives–duals, singles, etc.–for our special offer. These pictures have not been used in any of our catalogues or featurettes. In addition, two full-color 35mm. transparencies, never before released, are added. Only 200 sets will be sold. Series will not be reprinted. Don't be disappointed! Order today. Our usual fine quality double weight prints.

Special Offer No. 4	(50–4x5's)	***$6.00***
Postage is extra	First class 25¢	Airmail 50¢

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

RUSS WARNER PRESENTS

PRESENTS

FIVE NEW MODELS

GROUP B-10 — Featuring Two Young Physical Culturists. Left to right, Bill Parker and Johnny Travis. Both 17 years of age.

GROUP B-11 — Introduces a New "Warner" Discovery: "Art Powers." Art is 22 years of age, stands 5 ft., 7 inches tall and weighs 160 lbs. Has one of the most outstanding physiques in the country as well as exceptional posing ability.

GROUP A-25 — Also features a new personality in Jim Conrad. Jim is 25 years of age, 5 ft., 9 inches tall and weighs 170 lbs. His hobbies being, first: Wrestling, sailing and motorcycling.

GROUP A-26 — Through popular demand we are again featuring Jonney Holden. In this series Jonney is photographed in an outdoor setting along the California coastline.

All Photos are printed from original negative on the finest double weight photographic paper available.

The Prices:

Group B-10, 12—4x5 inch Photos.....$2.50

Group B-11, 12—4x5 inch Photos.....$2.50

Group A-25, 12—4x5 inch Photos.....$2.50

Group A-26, 6—4x5 inch Photos.....$1.50

Three sample photos from each of the above four groups, 12 different photos, for the set.....$3.00

8x10 inch Photos, each.....$1.25

Five for.....$5.00

SUBMIT ALL ORDERS TO

WARNER STUDIOS

5377 BOND STREET OAKLAND 1, CALIF.

Cash, Checks or Money Orders Only

Pnyable to: "Warner Studios"

All 4 Sets ordered at one time, special price $7.50

A Personal Message to Readers of Physique Pictorial, from Al Urban

I am entering the publishing field this coming January, 1952, and will offer a new magazine which will feature the very finest in physique photography and articles by leading writers . . . have already ben assured one hundred per cent cooperation from leading American and European physique photographers and writers, who will submit their best work for publication in my magazine . . . this will assure you readers of the very FINEST PICTORIAL SPREADS and INSTRUCTIVE articles in EACH and EVERY issue!

Rates are, one year at $2.50, two years at $5.00, Three years at $6.00 . . . any of the subscriptions includes FREE one 8x10 photograph of Harold Zinkin, California's muscular sensation shown here. By subscribing NOW . . . YOU can become a Charter subscriber in this fine and SOON to be the leading physique publication in the WORLD!
May I hear from you by return mail?

Cordially,

AL URBAN.

AL URBAN STUDIOS

1230 East 63rd St., Suite 215
Chicago 37, Ill.

Dear Al: Please enter my subscription for —

☐ One year at $2.50 ☐ Three Years, $6.00

☐ Two years, $5.00 ☐ Remittance Enclosed

NAME_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

Canada, South and Central America, Mexico, the same as U.S.A.
All other Foreign Orders — Please add $1.00 for EACH year.
Any of the above subscriptions include FREE one beautiful 8x10 Professional Enlargement of California's Muscular Marvel, Harold Zinkin, as shown here!

Editor's Note: Al Urban's new magazine, which is to be a full size feature magazine, is not to be confused with Physique Pictorial purports to be nothing more than an advertising booklet. We strongly urge support of Mr. Urban's new publication, which we feel will satisfy a long felt need in the physique field.

AL URBAN STUDIOS

AL URBAN now offers his photographic masterpieces of the MALE figure as an invaluable aid to ART STUDENTS, SCULPTORS, and to all other artists employing the MALE figure in their art work.

Catalog No. 9 priced at $1.00 or the complete set of SEVEN catalogs (3 to 9 inclusive) for $6.00 . . . the complete set offer includes FREE one 8x10 Professional Enlargement of one of URBAN'S famous models.

SEND REMITTANCE BY MONEY ORDER OR CHECK TO

AL URBAN

DEPT. AU-2

1230 EAST 63rd ST. — SUITE 215 **CHICAGO 37, ILL.**

PHONE MUseum 4-0579

— World's Outstanding Physique Photographer —

- "HAVASU CREEK"
- "YOUNG STALLION"
- "KANAKA FISHERMAN"
- "WHITE CAPTIVE"
- "THE CRUSADER"
- "PEARL DIVER"
- "MORPHEUS"
- "NIGHT IN THE DESERT"
- "DASHING"

For many years a renowned painter of the human form, and probably best known for his virile paintings of the male physique, George Quaintance has created a new realm of art in which physical beauty reigns supreme. His subjects become vital, living beings, physically magnificent, vibrant with heroic glamour.

Signed originals, in oil, approximate canvas size 30" x 40", from $50.00 to $1,000.00.

Reproductions of these originals may be had at very nominal cost, in black and white photographs and in true color transparencies!

PHOTO PRINTS, 8x10:
Black and White.....$1.00 Each
Any six for.....$5.00

COLOR SLIDES:
35mm Kodachrome .....$1.00 Each
Any Six for.....$5.00

"Pearl Diver" not included in slides.

"HAVASU CREEK," "YOUNG STALLION," "KANAKA FISHERMAN" and "WHITE CAPTIVE" are reproduced on this page. "DASHING" and "NIGHT IN THE DESERT" are reproduced on our front and back covers.

Order direct from the listed titles, or send 25c for catalog showing miniature prints of all available Quaintance work.

GEORGE QUAINTANCE

Box 2331 Terminal Annex, L.A. 54, Cal.

D'ART

Presents

New Sets of PHOTOGRAPHS of Fine Physiques

OUTSTANDING MODELS

Many never before presented to the general public

10 Superb Photos in Each Set

4x 5 Prints .....$ 2.50 per set

8x10 Prints .....$10.00 per set

FREE INTRODUCTORY OFFER

A special bonus if order is placed before November 15, 1951:

1—8x10 matte (portrait finish) of any model of your choice FREE with each order.

Send 10c for our latest complete catalog — DA-10

D'ART

P. O. Box 391, Beverly Hills, Calif.

FRANK GIARDINA

INTERNATIONAL SUPPLIER OF PHYSIQUE PHOTOGRAPHS

These models have made it possible to offer at this time sets of physique studies so NEW, so DIFFERENT, that I take my hat off in their respect. An inspirational idea captured by the camera at the right time, with the right models, make me extremely proud to announce these revolutionary sets of truly outstanding physique photo offers.

I urge every ARTIST — STUDENT — COLLECTOR — To TAKE ADVANTAGE NOW!

DI FALCO BROTHERS

DUO-PHOTOGRAPHS of Ronnie and Freddie, our latest discovery, make their debut in a set of photographs that is CHOCK FULL OF IMPACT. Tension, Grace, Proportion, Rhythm, and all the strength that can be captured are in this smash hit set of photographs.

Set of 12—4x5 photos.....$3.00
Catalog of 16 studies — for ordering 8x10 enlargements $1.00
Sample 8x10 Salon Photograph.....$1.00

EVERETT SINDEROFF

Winner of JR. MR. AMERICA, and many other titles.
Stands 5' 10'', weighs 190, Strong, Handsome
A REAL HE-MAN

Set of 12—4x5 Photographs.....$3.00
Catalog of 16 studies — for ordering 8x10 enlargements $1.00
Sample 8x10 Salon Photograph.....$1.00

Catalog Included FREE with Each Order!

SEND YOUR ORDERS TO

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408 Second Avenue New York 10, N.Y.

Please check orders before sealing envelope.

Bob Delmonteque

BOB DELMONTEQUE

BY POPULAR DEMAND!

CATALOG NUMBER 2.....$1

Bob Delmonteque announces publication of Catalog Number 2 featuring over 50 beautiful miniature pictures including both indoor and outdoor studies. Large photos may be ordered from each miniature by number.

Catalogue Number 1 also still available for only $1
Send $25 for a special selection of autographed Delmonteque 8x10 favorites, all taken by the famous Detroit photographer, DOUGLAS!
Your order will receive the personal attention of

BOB DELMONTEQUE

4873 ST. LAWRENCE
DETROIT 10, MICHIGAN

KOVERT *of* HOLLYWOOD

(RICHARD CALDWELL)

Takes pleasure in announcing the release of three new series as illustrated below. The first, Set "X" (MULTIPLE), features several different models including HERBERT HANSEN, shown in the photo. Set "Y" stars the very popular FREDDIE SHIELDS in a dozen solo studies, and "Z" features twelve solo poses of the very popular TOM MATTHEWS. Every subscriber will want to add these three outstanding sets to his files.

Set "X" (MULTIPLE)

"Y" FREDDIE SHIELDS

"Z" TOM MATTHEWS

We still have stocks of the previous twenty-three releases. Sets A, B, C, F, J, M, Q, S, and W (like "X") are of the multiple nature, some featuring as many as fifteen different models ("Q"), fourteen models in "M", etc. Sets remaining star one model only in a dozen solo studies; "D" DAVID DE BORGES, "E" ANDREW KOZAK, "G" EUGENE MEYER, "I" BUCK LEWIS, "K" JACK CONANT, "L" DALE CURRY, "N" JOHN WINSHIP, "O" LEONARD CHAMBERS, "P" DON SILVIS, "R" PAT PARIS, "T" LARRY CARR, "U" TABBY ANDERSON, "V" WALLY SCHILLCUTT. Set "H" is our all doubles effort, featuring DON SILVIS and ANDREW MARKE in a full dozen dual studies.

Our NEW 8x10 selector sheets are available on all twenty-six of our releases (A through Z). These replace the former 4x5 selector sets, and each shows a full dozen studies.

These NEW selector sheets are 3^{00} each or any four for 11^{00}. With each order we enclose our latest descriptive literature, and substantial credit memo.

Please address all inquiries and make all remittances payable to KOVERT OF HOLLYWOOD, and use the address below ONLY in all correspondence. No post cards please, NO ORDERS SHIPPED OUTSIDE U. S. A.

KOVERT OF HOLLYWOOD

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

TAKE YOUR OWN PHYSIQUE PHOTOGRAPHS!

Building a great physique photo collection will be even more fun if you take some of your own physique shots. While some' physique studios have $10,000 and more invested in studio and portable euipment, background properties, etc., it must be admitted that excellent photographs can be made with inexpensive equipment costing only a few dollars.

OUTDOOR PHOTOS BEST FOR AMATEURS! By following a few simple rules, the beginning amateur can takes photos as good as, or superior to those of many professional photographers. Intelligent breakage of these rules may give you outstanding photographs, but more often than not you only reap disappointment.

TIME OF DAY (AND ANGLE OF LIGHT). The amateur should not attempt to take pictures of models in standing poses between the hours of 10 a.m. and 2 p.m. (normal time). The sunlight should come directly over the cameraman's shoulder.

BACKGROUND. The simpler the better. Keeping the model some distance (at least 25 ft.) in front of any background objects will make certain he (and not the background) dominates the photo. Care should be taken that the background contrasts from the subject, but that it is not so contrasty (full of light and dark) that it detracts from the model. Shooting the model on a hilltop with clear sky background will invariably yield results which satisfy.

TYPE OF FILM. For outdoor work (and sometimes for indoor work) most physique photographers prefer orthocrromatic type film (insensitive to red) which is sold under such names as Verichrome or Plenachrome, in preference to Panchromatic film. "Ortho" provides better contrast within the male subject.

USE OF FLASH FILL. Judicious use of flash out-of-doors to fill in the deep shadows (particularly when you shoot between the forbidden hours of 10 and 2 when the sun is directly overhead) is often desirable. A large tin-foil reflector is equally efficient but requires an assistant to be of effective value.

BE IN THE PICTURE YOURSELF! John Grimek any many other athletes take physique studies of themselves by using a self timer which allows 15 seconds to get your pose and ready yourself before the camera automatically goes off. AMG can furnish you with an excellent self-timer to work on your camera for $4.95. This FRAMEX SELF-TIMER will also give you up to a 10-second time exposures for indoor work with ordinary light bulbs. Placing a large mirror to the side of the camera will aid you in formulating perfect poses.

INDOOR PHOTOS WITHOUT A STUDIO!

LIGHT. To offer a simplified lighting scheme for the amateur is most difficult, particularly when several different lights are suggested. Therefore we suggest that the beginner should use only one light, and that light should be as near the camera as possible, about chest-level with the model. Two and three lights properly used will often yield better results, but we firmly believe that the amateur should learn to use his one light effectively before he ventures into more complex lighting systems. The best indoor light is a flash bulb since it precludes possibility of movement. Next best is a large photoflood, but any ordinary light bulb will give good results if the exposure is long enough and if the subject can hold perfectly still.

BACKGROUND. Use a plain white wall for a background. If possible, a roll of 108" wide seamless display paper should be purchased from a display store. Such a roll of paper is the most valuable background any photographer can have — it is used almost exclusively in all fashion photography.

REGARDING YOUR INDIVIDUAL PROBLEMS: List any specific problems you may have on a sheet of paper (leaving room for answers) and send this along with a stamped, self-addressed envelope to THE EDITORS, PHYSIQUE PICTORIAL, and we will be glad to be of whatever help we may.

Posing Straps

Made of a high quality acetate Jersey, these straps retain their elasticity even after repeated washings. Designed by photographers, they are particularly adaptable to the requirements of physique photography, and follow the natural lines of the body. Any photofinishing store will process shots taken in straps such as these. If you work in color, select several to add beauty to your slides.

In addition to their photographic use, many customers report using them for backyard sunbathing and for exercising.

BELOW: STRAPS WITH BACKS.....Price $3.00
Ideal to use in outdoor photography where ordinary posing straps might be too skimpy. Back cloth is easily adjustable and can be pulled out of sight (as shown in right hand figure below) so as not to break body lines in side shots.

ORDER ALL STRAPS FROM:

ATHLETIC MODEL GUILD

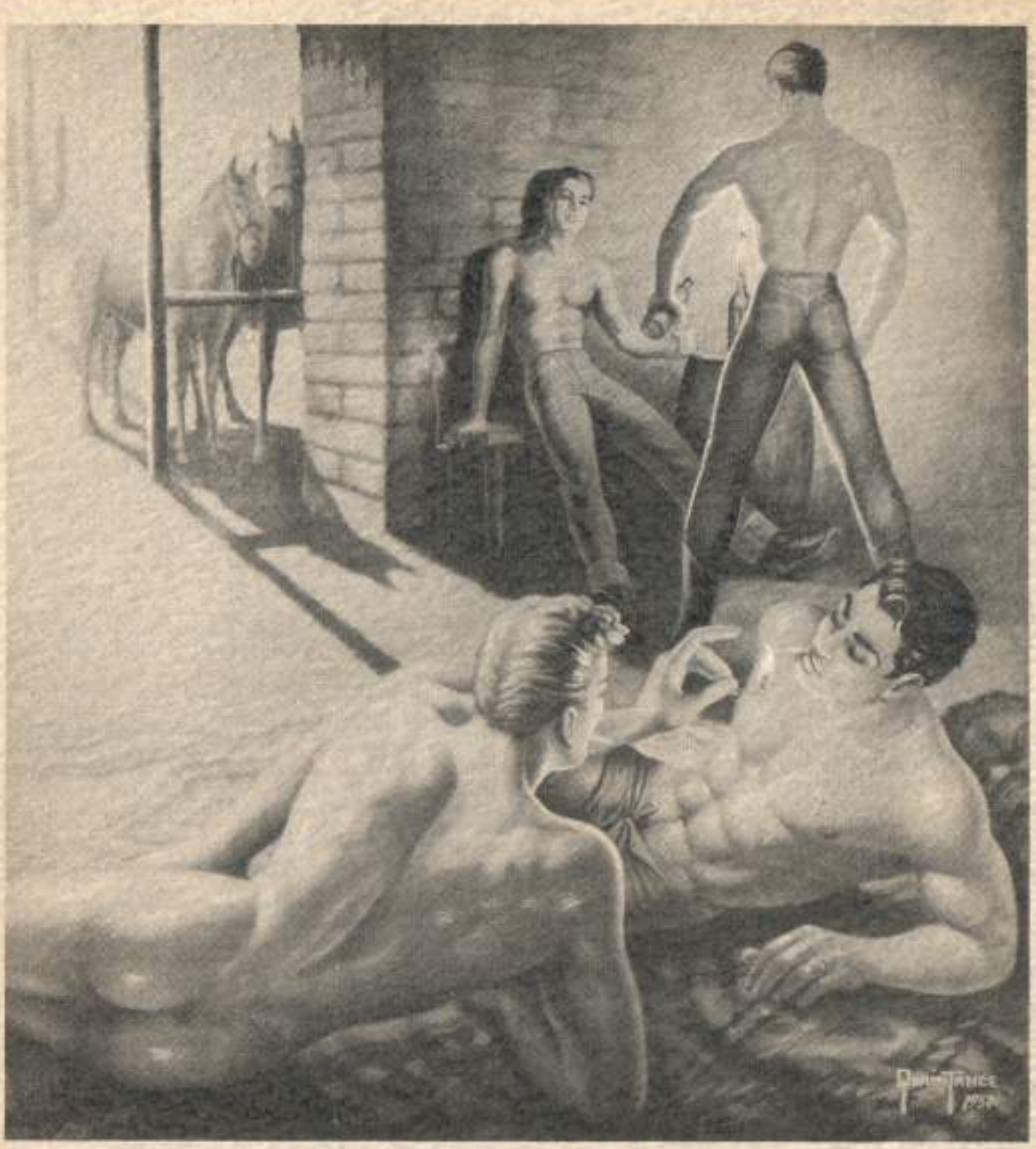
Dept. P.S.
1834 WEST ELEVENTH STREET
LOS ANGELES 6, CALIF.

PRICE: $1 EACH

15 PHOTOGENIC COLORS

- White
- Black
- Rose
- Yellow
- Chartreuse
- Turquoise
- Lavender
- Pink
- Light Blue
- Skipper Blue
- Royal Purple
- Sea-Foam Green
- Kelley Green
- Beige (Flesh)

SPECIAL DELUXE TARZAN STRAP
with Leopard Design for only $2



"NIGHT IN THE DESERT"
One of the collection of paintings by George Quaintance

In addition to the front and back covers, we are indebted to Mr. Quaintance for many of the ad layouts in this booklet. Physique Pictorial will continue to present on its covers outstanding physique paintings of the world's greatest artists.