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CHARLES ATLAS, World's No. 1 Body Builder, says:

Don't Be Half A Man!

Let ME SHOW How I Can Make You a Real HE-MAN From Head to Toe — in Just 15

Minutes a Day! Take a good honest look at your-

self! Are you proud of your body — or are you satisfied

to go through life being just "half the man" you could be?

No matter how ashamed you are of your present physi-

cal condition — or how old or young you are — the

"sleeping" muscles already present in your body can

turn you into a real HE-MAN! Believe me, I know

— because I was once a skinny, scrawny 97-pound

half-alive weakling! People used to laugh at my

build and make fun of me. I was ashamed to

strip for sports or the beach — shy of girls

afraid of healthy competition!

HOW I CHANGED FROM A

"MOUSE" TO A MAN!

One day, I discovered a secret that

changed me from a timid, frightened

scarecrow into "The World's Most

Perfectly Developed Man" — a "magic

formula" that can help turn you, too,

into a marvellous physical specimen

— a real HE-MAN from head to toe... a

man who STANDS OUT in any crowd!

What's my secret? "DYNAMIC TENSION" —

the natural method! No theory. No gadgets or

contraptions. You just do as I did! Simply take the

"sleeping" muscles already present inside your own body

— build them up — use them every day in walking,

bending over, reaching, even sitting! Almost before

you know it, you're covered with a brand-new suit of

beautiful, rock-hard SOLID MUSCLE!

MY SECRET BUILDS MUSCLES FAST!

Just 15 minutes each day in the privacy of your room

is all it takes to make your chest and shoulder muscles

swell so big they almost split your coat seams... turn

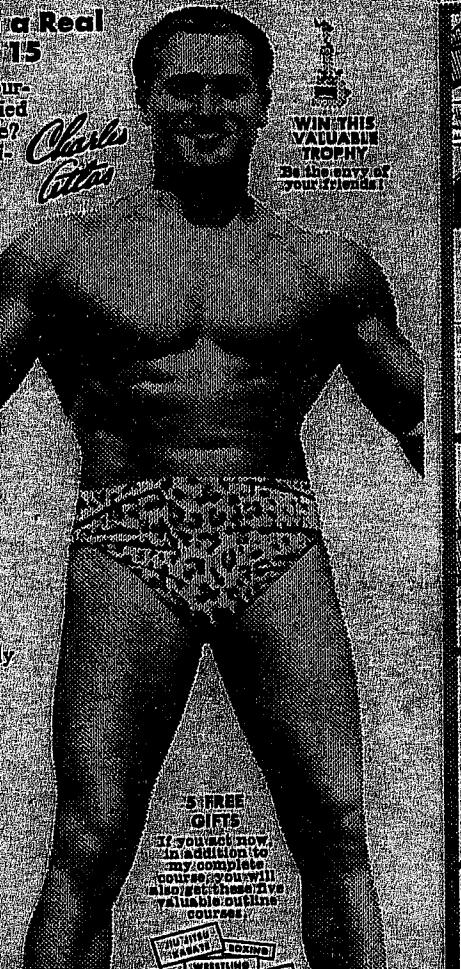
your fists into sledge-hammers... build mighty

legs that never tire! Mail coupon today for my

famous book showing how "Dynamic Tension" can

give you a Body by Atlas. Charles Atlas, Dept. 605

115 E. 23 St., New York, N. Y. 10010.



THE INSULT THAT MADE A MAN OUT OF 'MAC'



A DEEP CHEST?
You'll see a 20-30 inch deep chest — make you look and feel like a real man.

BIG ARM MUSCLES?
You'll see and feel your arm muscles bulge and super power and energy.

TIRELESS LEGS?
I make your legs strong and powerful with the fire like mile eating and race runner.

MAGNETIC PERSONALITY?
"Dynamic Tension" on your face will give you the husky, manly respect toward women admire.

- HERE'S THE KIND OF BODY I WANT
- MORE MUSCLE — BIGGER CHEST
 - BIG ARM MUSCLES
 - BROAD BACK & SHOULDERS
 - TIRELESS LEGS
 - MORE WEIGHT
 - MAGNETIC PERSONALITY

CHARLES ATLAS
Dept. 605 115 E. 23 St., N.Y.C. N.Y. 10010

I enclose 10¢. Show me how "Dynamic Tension" can make me a new man. Send your famous 32-page book full of pictures, valuable advice. No obligation.

Print Name..... Age.....
City & State..... Zip.....
Address..... Code.....
In England: Charles Atlas, 21 Poland St., London W. 1

BROAD SHOULDERS?
"Dynamic Tension" will broaden your shoulders 2-3 inches and give you a "BUILT IN" chest.

MORE WEIGHT?
You'll put on pounds in the right places. "Dynamic Tension" rebuilds your physique and out.

3 FREE GIFTS
If you act now, in addition to my complete course you will also get these 3 valuable outline courses

- 1. HOW TO WIN AT BOXING
- 2. HOW TO WIN AT WRESTLING
- 3. HOW TO WIN AT HAND BALANCING

My 32-page illustrated book "Charles Atlas" is yours for 10¢. N.Y. 10010.

CHARLES ATLAS ON TV