

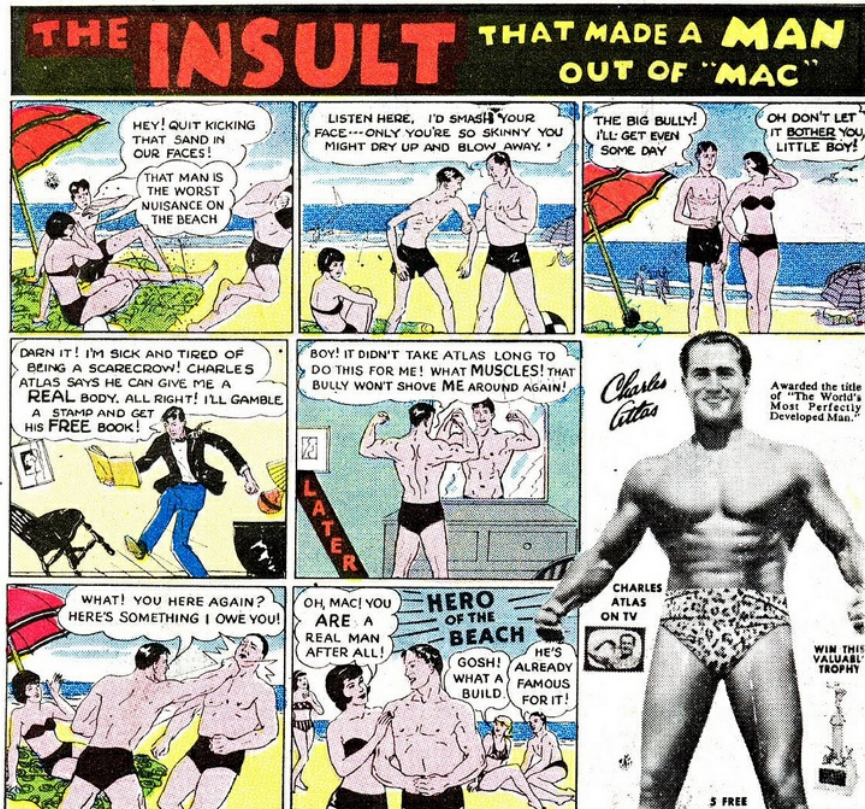
## Vintage Bodybuilding Ads of Yesteryear

10 February  
2012

Like 99

G+

Next article »



### Let Me PROVE I Can Make YOU A NEW MAN!

ARE you "fed up" with seeing the huskies walk off with the best of everything? Sick and tired of being soft, frail, skinny or flabby — only HALF ALIVE? I know just how you feel. Because I myself was once a puny 97-pound "runt." And I was so ashamed of my scrawny frame that I dreaded being seen in a swim suit.

#### The Secret of How I Got My Build

Then I discovered a wonderful way to develop my body fast. It worked wonders for me — changed me from the scrawny "runt" I was at 17, into "The World's Most Perfectly Developed Man." And I can build up YOUR body the very same natural way — without weights, springs or pulleys. Only 15 minutes a day of pleasant practice — in the privacy of your room.

My "Dynamic-Tension" method has already helped thousands of other fellows become real he-men in double-

quick time. Let it help YOU. Not next month or next year — but RIGHT NOW!

#### Dynamic-Tension Builds Muscles FAST!

If you're like I was, you want a powerful, muscular, well-proportioned build you can be proud of any time, anywhere. You want the "Greek-God" type of physique that women rave about at the beach — the kind that makes other fellows green with envy.

#### Mail Coupon Now for My 32-Page Illustrated Book

Mailing the coupon can be the turning point in your life. I'll send you a copy of my 32-page illustrated book, "How Dynamic-Tension Makes You a NEW MAN." Tells how and why my method works; shows many pictures proving what it has done for others. Don't delay. Mail coupon NOW. CHARLES ATLAS, Dept. 325 B, 115 E. 23rd St., New York, N.Y. 10010.

**CHARLES ATLAS, Dept. 325 B**  
115 East 23rd St., New York, N. Y. 10010

Dear Charles Atlas: Here's the kind of Body I Want

(Check as many as you like)

<input type="checkbox"/> Broader Chest and Shoulders	<input type="checkbox"/> More Energy and Stamina
<input type="checkbox"/> Ironhard Stomach Muscles	<input type="checkbox"/> More Magnetic Personality
<input type="checkbox"/> Tireless Legs	<input type="checkbox"/> More Weight—Solid—in the Right Places
<input type="checkbox"/> Slimmer Waist and Legs	

I enclose 10c. Please send me a copy of your famous book showing how "Dynamic-Tension" can make me a new man. 32 Pages, crammed with photographs, answers to vital health questions, and valuable advice. This does not obligate me in any way.

Print Name..... Age.....

Address.....

City & State..... Zip.....

In England: Charles Atlas, 81 Poland St., London, W.1

Image Credit Flickr User Tohoscope

Or *The Insult that Made a Man out of Mac* - and other stories. Or put simply, how the ad men of yesteryear attempted to persuade men to get muscles and their own back. Here's a selection of bodybuilding ads from the publications of yesterday that they might not quite get away with today.

2SunnyCities

Deux villes *Ensoleillées.*  
Un voyage.

**TEL AVIV**  
**JERUSALEM**

A PARTIR DE  
**€80**  
RÉSERVEZ MAINTENANT

Tel Aviv

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# NEW BODIES FOR OLD!

**I've Made New Men Out of Thousand's of Other Fellows...**

**"Here's what I did for THOMAS MANFRE...and what I can do for you!"**

*—Charles Atlas*

**GIVE ME** a skinny, pepleless, second-rate body—and I'll cram it so full of handsome, bulging new muscle that your friends will grow bug-eyed! ... I'll wake up that sleeping energy of yours and make it hum like a high-powered motor! Man, you'll feel and look different! You'll begin to **LIVE!**

**Let Me Make YOU a NEW MAN— IN JUST 15 MINUTES A DAY**

YOU wouldn't believe it, but I myself used to be a 97-lb. weakling. Fellows called me "Skinny." Girls snickered and made fun of me behind my back. I was a flop. THEN I discovered my marvelous new muscle-building system—"Dynamic Tension." And it turned me into such a complete specimen of MANHOOD that today I hold the title, "THE WORLD'S MOST PERFECTLY DEVELOPED MAN."

**What Is "Dynamic Tension"?**  
**How Does It Work?**  
When you look in the mirror and see a healthy,

husky, strapping fellow smiling back at you—then you'll realize how fast "Dynamic Tension" GETS RESULTS! "Dynamic Tension" is the easy, NATURAL method you can practice in the privacy of your own room—JUST 15 MINUTES EACH DAY—while your scrawny chest and shoulder muscles begin to swell, ripple... those spindly arms and legs of yours bulge... and your whole body starts to feel "alive," full of zip and go!

**One Postage Stamp May Change Your Whole Life!**

Sure, I gave Thomas Manfre (shown above) a NEW BODY. But he's just one of thousands. I'm steadily building broad-shouldered, dynamic MEN—day by day—the country over. 3,500,000 fellows, young and old, have already gambled a postage stamp to ask for my FREE book. They wanted to read and see for themselves how I build up scrawny bodies, and how I pare down fat, flabby ones—how I turn them into human dynamos of MANPOWER.

**CHARLES ATLAS, Dept. 412N**  
115 East 23rd St., New York 10, N. Y.

Send me—absolutely FREE—a copy of your famous book, "Everlasting Health and Strength"—32 pages, crammed with actual photographs, answers to vital health questions, and valuable advice to every man who wants a better build. I understand this book is mine to keep, and sending for it does not obligate me in any way.

Name.....Age.....  
(Please print or write plainly)

Address.....

City.....State.....

**FREE My 32-Page Illustrated Book Yours**  
—Not \$1 or 10c—But FREE

Send NOW for my famous book, "Everlasting Health and Strength." 32 pages, packed from cover to cover with actual photographs and valuable advice. Shows what "Dynamic Tension" can do, answers many vital questions. Page by page it shows what I can do for YOU.

This book is a real prize for any fellow who wants a better build. Yet I'll send you a copy absolutely FREE. Just glancing through it may mean the turning point in your life! Rush the coupon to me personally: CHARLES ATLAS, Dept. 412N, 115 East 23rd St., New York 10, N. Y.

Image Credit Flickr User jbcurio

In the comics of fifties onwards, among the myriad of adverts for sea monkeys, X-Ray specs and other such dubious products the likes of Charles Atlas and Joe Weider exhorted the youth of the day to exchange with their cash in exchange for muscles, girls and getting their own back on the bully boy. The psychology of the ads certainly seem somewhat dated now but do they give us an insight in to how the mind of the male of the species may once have worked (and possibly still does)?

Be in your element

Ku  
riosita

Kuriositas

google.com/+Kuriositas

Science and art and all the wonderful bits in between

G+ Follow

Deux villes *Ensoleillées.*  
Un voyage.

TEL AVIV  
JÉRUSALEM

## Kuriositas Archive

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    - City of Samba
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    - Look What's New on the Fourth Plinth
    - The Big Egg Hunt - Featuring Vicky Scott's Egghog!...
    - Landscape with Duck
    - The Unearthly Beauty of Antelope Canyon
    - Insert Coin
    - Treasure
    - Helga
    - The Shard Nears Completion
    - Ride of Passage
    - DreamGiver
    - Mr Penn Saves the World Again
    - Awesome Air Traffic Control Towers Across the Worl...
    - Toi Toi
    - Puppy Love
    - Slow Motion Soda Explosion
    - Cthulhu Valentines
    - A Star Wars Valentine
    - Lost Love



**HOW "JACK THE WEAKLING" SLAUGHTERED THE "DANCE-FLOOR HOG"!**

**I Can Make YOU a New Man, Too – in Only 15 Minutes a Day!**

**HAVE YOU** ever felt like Jack—absolutely fed up with having bigger, huskier fellows "push you around"? If you have, then give me just 15 minutes a day! I'll PROVE you can have a body you'll be proud of, packed with red-blooded vitality!

"Dynamic Tension." That's the secret! That's how I changed myself from a scrawny, 97-pound weakling to winner of the title, "World's Most Perfectly Developed Man."

**"Dynamic Tension" Does It!**

Using "Dynamic Tension" only 15 minutes a day, in the privacy of your own room, you quickly begin to put on muscle, increase your chest measurements, broaden your back, fill out your arms and legs. This easy, NATURAL method will make you a finer specimen of REAL MANHOOD than you ever dreamed you could be!

**You Get Results FAST**

Almost before you realize it, you will notice a general "toning up" of your entire system! You will have more pep, brighter eyes, clear head, real spring and zip in your step! You get sledge-hammer fists, a battering ram punch—chest and back muscles so big they almost split your coat seams—ridges of solid stomach muscle—mighty legs that never get tired. You're a New Man!

**FREE BOOK**

Thousands of fellows have used my marvelous system. Read what they say—see how they looked before and after—to my book, "Everlasting Health and Strength." Send NOW for this book—FREE. It tells all about "Dynamic Tension," shows you actual photos of men I've turned from puny weaklings into Atlas Champions. It tells how I can do the same for YOU. Don't put it off! Address me personally:

Charles Atlas, Dept. 3303  
115 East 23rd St., New York 10, N. Y.

**CHARLES ATLAS, Dept. 3303**  
115 East 23rd St., New York 10, N. Y.

I want the proof that your system of "Dynamic Tension" will help make a New Man of me—give me a healthy, husky body and big muscular development. Send me your free book, "Everlasting Health and Strength."

Name.....  
(Please print or write plainly)

Address.....

City.....State.....

☐ Check here if under 16 for Booklet A

*Charles Atlas*

—actual photo of the man who holds the title, "The World's Most Perfectly Developed Man."

Image Credit Flickr User tohoscope

It is fairly obvious from the ad above that adjectives, as a weapon had not been discovered yet. Instead of answering the bully boy tactics with an array of withering words, as the metrosexual of today would be expected to do by his erstwhile dance partner, the secret here was to deal with the bully by – well, becoming one. There is only one language that these types understand and that is the language they speak themselves – or so proclaims the advert. Jack goes from being abandoned by his date to winning her back – and has a number of eager females willing to take her place should he so choose, simply by joining up to the Charles Atlas program and waiting until a little 'later' when he has the ability to beat the bully at his own game.

The Science -and Silliness - of Kissing

Vimeo Festival and Awards - The Submission End Dat...

Clearance

Starry Night - Van Gogh's Masterpiece as Interacti...

Arizona Turns 100

End of a Scarer

Wing

Vintage Bodybuilding Ads of Yesteryear

How to Get to Mordor Using Google Maps

Snow Bubbling!

Would You Take a Vacation to Afghanistan?

Take-Me-Away

Tough West

Welcome to Flamingo City

The Dead Cities of Syria

The Ambassador

Rover

The Big One

How Spiders Escaped the Pakistani Floods

E.T. Rent Home

Slug Invasion

► January (54)

► 2011 (676)

► 2010 (397)



**In 10 Minutes of FUN a day I changed myself**

**Now, Buddy YOU**  
Mail the Coupon below as I did!  
May be LAST CHANCE before \$1 price goes back!

**5 FREE**  
GET ALL THESE PICTURE PACKED COURSES  
If you mail coupon NOW!

Millions have been sold at \$1.

**1** **HOW TO MOLD A MIGHTY CHEST**  
Look at JIM NORMAN'S HEROIC CHEST NOW!

**2** **HOW TO MOLD A MIGHTY ARM**  
Who is the new SKINNY JOBBIE JACKSON after mailing the coupon below?

**3** **HOW TO MOLD A MIGHTY BACK**  
MIGHTY BACK NOW!

**4** **HOW TO MOLD A MIGHTY GRIP**

**5** **HOW TO MOLD MIGHTY LEGS**  
By ARNOLD E. JEWETT

Ken GRIMM AFTER MAILING COUPON

from this Bloodless, Pitiful **SKINNY SHRIMP** Ken Grimm BEFORE mailing coupon

to this

**NEW MUSCULAR RED-BLOODED HEAD-TO-TOE HE-MAN!**

I just **GAINED 35 NEW LBS.** OF SHAPELY POWER-PACKED **MUSCLES!**

You can do the same as I and THOUSANDS have  
You can add 10 inches to your CHEST  
6 inches to each ARM and the rest in proportion as I did.

**NO!** friend you don't have to be **SKINNY, WEAK or FLABBY** any more just mail **NOW** the **FREE** coupon below as I did.  
Besides getting **ALL 5 Courses** (pictured on this page) **FREE** (MILLIONS HAVE BEEN SOLD FOR \$1.) you'll **ALSO** get **FREE** a big **BOOK** of **PHOTOS** of **STRONG MEN** and **BOYS** who were **WEAKLINGS** like you **BEFORE** mailing coupon.  
**THIS THRILLING BOOK WILL ALSO TELL YOU**

**HOW YOU CAN WIN A BIG 15" TALL SILVER CUP as I just did and how to WIN \$100.**

**LAST CHANCE-ALL FREE COUPON**  
1. FIVE COURSES 2. MUSCLE METER  
3. Photo Book of STRONG MEN

Dept. 598-49  
Tell Me How To WIN \$100, etc.

Don't forget to send to:  
JEWETT INSTITUTE OF PHYSICAL TRAINING  
130 FIFTH AVENUE, NEW YORK 1, N. Y.  
Dear George: Please mail to me FREE JEWETT'S Photo Book of Strong Men and a Muscle Meter, plus all 5 set back building courses: 1. How to Build a Mighty Chest, 2. How to Build a Mighty Arm, 3. How to Build a Mighty Grip, 4. How to Build a Mighty Back, 5. How to Build Mighty Legs-Head and all the valuable "How to become a Mighty He-Man." ENCLOSED FIND TEN FOR POSTAGE AND HANDLING (no C.O.D.'s).

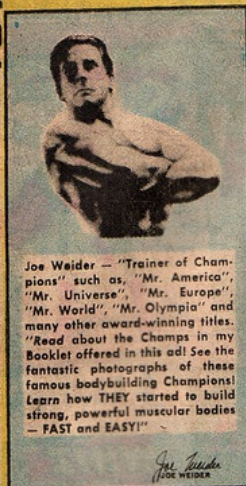
NAME \_\_\_\_\_ AGE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**MAIL NOW! SAVES YOU YEARS and DOLLARS!**

Image Credit Flickr User jbcourio

If the beat the bully tactic didn't work then selling bodybuilding as fun was possibly the answer. The age old before and after shots were *de rigueur* already – even though the before shot does picture Ken Grimm (the photo model with the huge ears, sorry muscles) at about the age of ten. From skinny-shrimp to He-Man this advert promises that for a dollar (not a great amount of money in those days, but enough) he can add inches to his chest – and if the 'red-blooded' guarantee is anything to go by, elsewhere too. It doesn't take a genius to work out – however, that with a 'a big book of photos of strong men' free with the plan, then it may not have been an altogether heterosexual audience at which this advert was aimed.





Joe Weider — "Trainer of Champions" such as, "Mr. America", "Mr. Universe", "Mr. Europe", "Mr. World", "Mr. Olympia" and many other award-winning titles. "Read about the Champs in my Booklet offered in this ad! See the fantastic photographs of these famous bodybuilding Champions! Learn how THEY started to build strong, powerful muscular bodies — FAST and EASY!"

## The Simple Advice That Changed Bob's Body and his Entire Life!

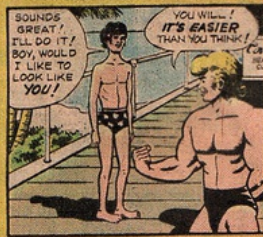


ROCKY, HOW DID YOU DEVELOP SUCH MUSCLES? YOU USED TO BE SO SKINNY AND WEAK LOOKING!

USED TO BE, IS RIGHT? I DID SOMETHING ABOUT THE SHAPE I WAS IN. YOU SHOULD TOO, BOB!



TO LIKE TO — SIMPLE — YOU SEND FOR BUT HOW DO I GO ABOUT JOE WEIDER'S BOOKLET ON BODYBUILDING FROM IT'S WHAT THE WORLD'S BEST EXPERT SHOULD DO? HIS METHOD IS SIMPLE AND FAST!



SOUNDS GREAT! I'LL DO IT! BOY, WOULD I LIKE TO LOOK LIKE YOU!

YOU WILL! IT'S EASIER THAN YOU THINK!



HI, ROCKY! THOSE GIRLS CALLING YOU?



YEAH, NOT BAD, EH?

MAN, GET A LOAD OF BOB NOW! THE WEIDER COURSE REALLY PERFORMED A MIRACLE FOR HIM, TOO!

Joe Weider's Course, explained in his 32 page Booklet, "How To Build A Strong Muscular Body", gives you the Fast, Easy Way to pack on solid muscles on your arms, chest, back, legs and entire body!

In just a few minutes a day, you begin to see yourself grow stronger, more powerful, more virile than you ever thought possible. Add 4" to your chest, 3" or more to each arm, double your strength and become confident and sure of yourself.

Even your personality becomes more dynamic and attractive when you exchange your weak, skinny and unappealing body for a body that is a storehouse of energy, strength and sex-appeal! In fact, your new body development will make you appear handsomer! Watch how the girls tell you that in so many different ways!

What Joe Weider's Course has done for bodybuilding Champions such as: Arnold Schwarzenegger, Dave Draper, Frank Zane, Larry Scott and hundreds of others — the Course CAN DO FOR YOU!

BUT — YOU must take the first step, easy as it is!

RIGHT NOW — before another second passes by — fill out and mail the coupon below. Rush it with 25¢ to us TODAY! In return we'll rush you, "How To Build A Strong Muscular Body".

BUT . . . you must ACT NOW! Your "New Body" and your future happiness could depend on this Booklet!

### SEND FOR YOUR COPY

Joe Weider, Dept: 80-124C  
55 Maple St., Norwood, N.J. 07648  
O.K. Joe — mail me a copy of "How To Build A Strong Muscular Body". I will follow your advice on bodybuilding. I enclosed 25¢ to cover the cost of postage and mailing.

Name ..... Age .....  
Address .....  
City ..... State ..... Zip .....



### Why Be SKINNY?

ARE YOU A LITTLE LIKE BOB, WISHING FOR A BETTER BUILT BODY? STOP WISHING AND ACT! DO SOMETHING ABOUT IT TODAY — SEND FOR JOE WEIDER'S FANTASTIC BOOKLET — RIGHT NOW!

JOE WEIDER — Dept: 80-124C, 55 Maple St., Norwood, N.J. 07648

Image Credit Flickr User tohoscope

Joe Weider, the trainer of champions is still used today to sell all sorts of bodybuilding paraphernalia and his attempts to get the nation fit (and make a living) have been going on for decades. Here, the promise is that a skinny young man can look like his muscle-bound buddy in, again no time frame given but that mysterious 'later'. The big blond friend is here called Rocky — so perhaps it happened in 'just seven days' as the song in the film declared. As unsophisticated as these adverts seem today, they worked for many decades.



# IT TAKES A HE-MAN TO BE A G-MAN



## THIS FREE BOOK TELLS HOW YOU TOO CAN HAVE A BODY LIKE MINE!



**CHARLES ATLAS**  
Holder of the title: "The World's Most Perfectly Developed Man"

I'll send you free my new book, "Everlasting Health and Strength." I've helped 40,000 others. Some were weak, timid, nervous, before I showed them the secret of DYNAMIC TENSION. I'll give you the PROOF in 7 DAYS that in a privacy of your own room, I can give you big, POWERFUL MUSCLES, put on POUNDS of firm flesh, or if you are fat pare you down to FIGHTING TRIM. I'll show you the way to NEW HEALTH that rids you of constipation, pimples, and similar conditions that rob you of life's good times and good looks.

Send NOW for my book containing pictures of myself and others who have used my "DYNAMIC TENSION" Method - which changed me from a "Pounded weakling to holder of title, "Most Perfectly Developed Man" Mail coupon TODAY! Address: **CHARLES ATLAS, Dept. 610, 115 East 23rd Street, New York, N. Y.**

THIS STERLING SILVER CUP BEING GIVEN AWAY

This valuable cup stands about 14 inches high on a black mahogany base. I will award it to my pupil who makes the most improvement in his development within the next three months.



**CHARLES ATLAS**  
Dept. 610  
115 East 23rd Street, New York City

I want the proof that your system of Dynamic-Tension will make a New Man of me - give me a healthy, lucky body and big muscle development. Send me your free book, "Everlasting Health and Strength."

Name .....  
(Please print or write plainly.)

Address .....

City ..... State .....

Thank You for Mentioning Modern Mechanix and Inventions Magazine When Writing to Advertisers

Image Credit Flickr User tohoscope

It gets better. Poor old Harry, in the face of an armed robbery he turns tail and runs - even leaving his girl-friend behind in his rush to get to safety. It would, perhaps, be the wrong advice to give today but way back then a little more muscle bulk had the ability to stop bullets in their tracks. Charles Atlas, who started his company in 1929 was, despite the hyperbole of the advertisements, committed to wiping out the bullying culture of that era - having been bullied himself as a teenager.



**I put 2 full inches on my arms—  
3 inches on my chest and trimmed  
4 inches off my waist  
in just 7 weeks...**

thanks to the Joe Weider  
Musclebuilding Course!"—

**WHY NOT YOU?**

SAYS MOVIE AND T.V. STAR,  
ARNOLD SCHWARZENEGGER,  
"Mr. Universe" winner. He  
believes you, too, can easily  
duplicate his musclebuilding  
success with the Weider Course.

Why only the Joe Weider "MR. AMERICA"  
muscle-building course can **MUSCLE YOU UP —  
SHAPE YOU UP—TOUGHEN YOU UP—FAST** in just  
7 short weeks—and in the privacy of your own home.

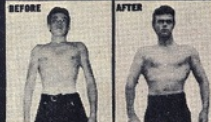
It makes no difference whether you're fat, skinny, scraggy or flabby, young  
or not-so-young—whether you're an office worker, laborer, executive or school-  
boy—the WEIDER SYSTEM will pack 4 inches on your chest, 3 inches on each  
arm—give you football-player shoulders, muscularize your waistline, sock your  
legs with strength and speed—and "powerize" your entire body—IN JUST 7  
SHORT WEEKS—OR LESS!

Only the WEIDER SYSTEM can do this for you because it is based on scientific  
principle—and proven by the hundreds of thousands of Champions it has  
developed since 1938. Practically every Mr. America, Mr. Universe and other  
"perfect man" title winners used the WEIDER SYSTEM to build their muscle-  
studded bodies.

NO OTHER MUSCLE-BUILDING SYSTEM ON EARTH CAN MATCH THIS  
FABULOUS RECORD OF ACHIEVEMENT—AND NOW THAT SAME SURE-FIRE SYSTEM  
IS ENTIRELY WITHIN YOUR REACH!  
Just rush in free coupon and I will send you proof that you too can own a  
new "Wildcat Take-Charge" body in just 7 short weeks—it's free, while the  
supply lasts!

HERE'S LIVING PROOF HOW FAST MY COURSE WORKS!

IN ONLY 14 DAYS



**HE GAINS 16 POUNDS**  
BEFORE: Walter Leno, Jr. was  
weak and "under-muscled"  
looking—ashamed to be seen  
anywhere in public.  
AFTER: Walter used Weider  
methods and in just 14 days  
put on 16 pounds, 2½" on his  
arms and 2½" on his chest!

**IT CAN HAPPEN  
TO YOU, TOO!**

IN ONLY 30 DAYS



**HE GAINS 25 LBS.**  
BEFORE: Paul Carmody weighed  
a skinny 135 lbs. with  
"toothpick" arms and a shallow  
chest. He longed to be big  
and strong.  
AFTER: Paul put himself under  
Weider methods and gained 25  
muscular lbs. in 30 days,  
adding 1½" to his arms,  
5" to his chest!

**WHY NOT YOU?**

**FREE!**

**BIG  
MUSCLE-  
BUILDING  
BOOK!**

MAIL THIS COUPON TO ME TO-  
DAY AND I'LL RUSH YOU MY  
NEW BIG 34-PAGE ILLUSTRATED  
BOOK — FREE! It's jam-packed  
with proof that you can become  
an athletic, virile, "Take-Charge" He-  
Man in just 7 WEEKS—OR LESS! It's  
loaded with photos, tips, suggestions  
that will help make your fondest mus-  
clebuilding dreams come true—just as  
it did for Arnold Schwarzenegger and  
over 2,000,000 other successful stu-  
dents! SEND FOR IT NOW—IT'S ABSO-  
LUTELY FREE!

**JOE WEIDER**

Is your Personal Trainer!  
He has trained almost  
every "Mr. America", "Mr.  
Universe", "Mr. Canada",  
perfect man title winners  
since 1938 — and over  
2,000,000 successful  
muscle men!  
No other instructor in history can come  
close to this fantastic record!



MAIL THIS COUPON FOR FREE BOOK

**JOE WEIDER**  
Dept. 83-20A  
531 - 32nd Street  
Union City, New Jersey 07087

Dear Joe: Okay, sock it to me! Rush me  
your Free musclebuilding information and  
Free "Muscle Up" book that I can use  
right away to build a handsome new "Take-  
Charge" body—in just 7 short weeks—in  
the privacy of my own home. I'm enclosing  
25c to cover mailing and handling costs.  
I'm under no further obligation.

NAME (please print clearly) AGE

ADDRESS

CITY STATE ZIP

**YOU'RE UNDER NO OBLIGATION  
— NOTHING TO BUY!**

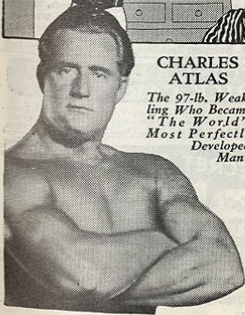
**THE STRONGEST, MOST VIRILE AND ADMIRABLE MEN ARE BUILT BY THE WEIDER SYSTEM—FAST!**

Image Credit Flickr User Thadkgr

The muscle ad was already virtually an art form when the likes of the Arnold got involved. Pre-Governator, he was always willing to use himself as a poster boy for the bodybuilding movement and make a little money too. By the seventies, of course, the people at which the ads were aimed were becoming a little more sophisticated in their media savviness and this advert makes no preposterous promises. However, there is still the subliminal message that more muscles equals more general popularity and — no doubt — more contact with the opposite sex.



# THE BATTLE FOUGHT IN BED THAT MADE FRED A HE-MAN!



**CHARLES ATLAS**  
The 97-lb. Weakling Who Became  
"The World's Most Perfectly Developed Man"

## "I'll Give You PROOF in Just 7 Days That You Can Have a Body Like Mine!"

GET this straight, friend—I know what I'm talking about. In just 7 days I'll prove to YOU that I can make you a NEW MAN—a 100% HE-MAN, ready every minute for fun or for fight!

My secret is *Dynamic Tension*—the amazing discovery that developed me from a 97-lb. bag of bones into twice winning the free-for-all title of "World's Most Perfectly Developed Man." And, with it, I'll show you the way to a perfect body, glowing health, rippling muscles, giant power, and a fist that packs a genuine punch.

At my own risk, I'll PROVE I can do it. I'll give you actual tape-measure evidence that I can add bulkiness to your chest and shoulders, smashing power to your arms, surging strength and handsome proportions to every inch of your build. No fad pills, dieting, or exercises that may strain your heart or other vital organs. I can make you the fellow that men respect and women admire, in just a few weeks a day. Mail coupon NOW for my illustrated book, "Everlasting Health and Strength." Tell all about *Dynamic Tension*, shows actual photos. It's a valuable book—and it's FREE. Send for your copy today. Address me personally.

**CHARLES ATLAS, Dept. 8-Y, 133 East 23rd St., New York City.**

**CHARLES ATLAS,**  
Dept. 8-Y,  
133 East 23rd Street,  
New York City

I want the proof that your system of **DYNAMIC TENSION** will make a New Man of me—give me a healthy, husky body and big muscle development. Send me your free book, "Everlasting Health and Strength."

NAME.....  
(Please write or print plainly)

ADDRESS.....

CITY..... STATE.....

© 1932, C. A. Ltd.

Image Credit Flickr User Tohoscope

This unintentionally funny (at least in terms of the title) ad from Popular Mechanic magazine reinforces the notion that in order to beat the bully, you have to, well, beat the bully. Once more a fawning woman admires the new He-Man after he settles an old score and so wins her heart back. The guarantee that he can get powerful muscles is only a 'can' and no doubt this canny wording was used to fend off a number of complaints from people who had not got the physique they desired at the point of the ever mysterious 'later'.



# HOW JOE'S BODY BROUGHT HIM FAME INSTEAD OF SHAME



[Image Credit Flickr User tohoscope](#)

Fame instead of shame – a neat little poetic device to get the till ringing. The beach featured strongly in these advertisements. Here we finally get to the crux of these adverts and the main feature by which they are remembered. Yes, it is the classic 'sand in the face' motif, together (usually) with the withering put downs of a girl friend who is possibly only with you for your money. After a few sessions in the bedroom (ahem) then the victim is finally ready to be the bully. Hurrah!



**BILL, YOU SURE HAVE A SWELL BUILD! DID YOU TRAIN FOR A LONG TIME WITH WEIGHTS AND PULLEYS?**

**ABSOLUTELY NOT! THE ATLAS WAY - WITH NO APPARATUS - MAKES MUSCLES GROW LIKE MAGIC!**

# Here's the Kind of NEW MEN I Build!

Do YOU Want to Be One?

BY

**CHARLES ATLAS**  
Holder of title, "The World's Most Perfectly Developed Man"—who offers you a 7-day TRIAL with results guaranteed.

*Charles Atlas*

**WILLIAM J. GOLDSTEIN**  
Metuchen, N. J.

Men—meet William J. Goldstein, of Metuchen, N. J., winner of my 1936 Sterling Silver Cup! A smashing example of what my *Dynamic Tension* can do! Look at his sculptured stomach muscles—perfectly proportioned arms—beautiful leg muscles—giant shoulders. Read what he says. "It seems like just yesterday that I mailed you that coupon. Look at me NOW! Your *Dynamic Tension* is the only system that can develop a build like mine—right in the privacy of a fellow's own home! No weights. No pulleys. No freak drugs or diets. I'm proud of the way you have made me an 'Atlas Champion'!"

Do you want a prize-winning body like this? Are you fed up with having no strength, no vigor, being only HALF-ALIVE? Then listen—

**Give Me 7 Days and I'll Prove I Can Make YOU a Champion!**

That's all I ask—SEVEN DAYS! In just ONE WEEK I'll absolutely PROVE that I can give you, too, the kind of body men respect and women admire! You will actually see and feel the improvement in even this short time.

I was once a skinny, timid weakling of only 97 lbs. I didn't know what real health or strength were. I was afraid to fight, ashamed to be seen in a swimming suit.

Then I discovered the amazing secret that changed me, like magic, into "The World's Most Perfectly Developed Man"—the title I won twice and have held ever since, against all comers. My secret is *Dynamic Tension*. It is the tested, natural method of developing give YOU the powerful rippling muscles you'd like to see in your own mirror. . . . It also digs down into your system after such needless, joy-killing conditions as ordinary constipation, pimples, indigestion, underweight and overweight.

I have no use for "contraptions" that can do your heart and other vital organs more harm than good. I have no pills or other queer ideas about body-building. My *Dynamic Tension* method is all it takes to make a NEW MAN of you in double-quick time—and I'm ready to PROVE it to you in a 7-day TRIAL OFFER.

**Book of Photographs—  
FREE**

Let me show you the amazing results produced for thousands of other men! I'll send you FREE my famous book, "Everlasting Health and Strength." It shows actual photos. It tells exactly what I can now do for your body! Write your name and address carefully on Coupon. Mail to me personally today. I'll rush your free copy to you AT ONCE! Charles Atlas, Dept. 8Z, 115 East 23rd Street, New York, N. Y.

This is the actual photograph of Wm. Goldstein in which *Physical Culture Magazine* reproduced in a full page in a recent issue.

**1936  
WINNER OF  
THE  
CHARLES ATLAS  
YEARLY AWARD**

**CHARLES ATLAS, Dept. 8Z,  
115 East 23rd St.  
New York, N. Y.**

I want the proof that your system of *Dynamic Tension* will make a New Man of me—give me a healthy, husky body and big muscle development. Send me your free book, "Everlasting Health and Strength."

Name.....  
(Please print or write plainly)

Address.....

City..... State.....

Image Credit Flickr User NewHouseDesign

The slogan which would launch a thousand parodies – 'I can make you a new man too'.

It wasn't just the Americans who bought in to this sort of advertising. Here is a thoroughly British take on the idea of gaining muscle to beat the bullies – of course the odd shrimp to the boys at the baths may have had nothing to do with his musculature at all... Who can say?

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