

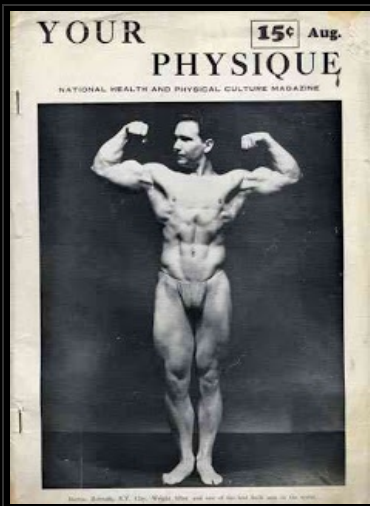
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S A T U R D A Y , S E P T

Your Physique: Joe Weider's First Bodybuilding Magazine



In a previous post, we stated that our beginning date for the Golden Age of Classic Physique Building was 1940 - the year that Joe Weider published his first bodybuilding magazine, *Your Physique*. Here is a brief account of how Joe put together his first issue (August 1940, vol.1, no.1).

Joe was 17 years old. He went through back issues

of Bob Hoffman's magazine *Strength and Health* and wrote down the names and addresses of guys in the "Pen Pals" section. With his 7 dollars in savings, he bought 600 post cards, sent them out to his mailing list, and sold subscriptions to his new magazine (75 cents for 6 bimonthly issues) - which didn't exist yet! With the money he received, he rented a typewriter and worked at night on his dining room table when his mother was asleep. He hand-lettered the big display type, drew his own muscle man illustrations, and typed 22 pages onto mimeograph stencils. He ran off copies on a rented mimeograph machine. Only the cover page was professional printed. He stapled the pages together and then sent them out. More subscriptions poured in! His second issue was sent to a real typesetter and printer.

Your Physique ran from 1940 to 1952 through 17 volumes. Many Weider magazines, exercise equipment, muscle-building courses, and supplements were to follow and the rest was history! Not bad for a 17 year-old kid with 7 bucks to his name!

Above is his first issue of *Your Physique* (August 1940, vol. 1, no. 1). Barton Horvath is on the cover. You can find an archive of *Your Physique* covers at <http://www.musclememory.com/>. You can also read more about Joe Weider in his book *Brothers of Iron* - which is available at most bookstores.

P O S T - E D C P B B Y (B L A O I O : A) D P M I N E
L A B G E O S D E N A G E O F C L A S S I C P H Y S I Q U E

C L A S S I C

CPB (B L O G)

The mission of Classic Physique Builder (CPB Blog and CPBzine) is to: (1) promote the ideal of developing a classic physique, (2) demonstrate what kind of body can be developed naturally, (3) preserve & learn from the history of the pre-roid Golden Age of Classic Physique Building, (4) serve as a source of education & inspiration to all; and (5) help initiate a Renaissance of Classic Physique Building in the 21st Century!

V I E W M Y C O M P

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C P B Z I N E !

For a free 1 year subscription to **Classic Physique Builder (CPBzine)** - a pdf zine patterned after the muscle mags of the pre-roid, Golden Age of Bodybuilding (the 1940s and 50s) - just send your name, the name of your city (not your address), state/province, & country to cpbzine@gmail.com. That's it! **CPBzine** is published quarterly (Spring, Summer, Fall, and Winter issues).

C P B Z I N E

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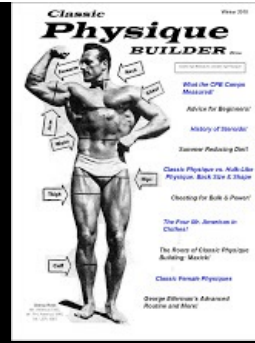
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Vol 2 No 1: Cover - Clancy Ross
(Current Issue)

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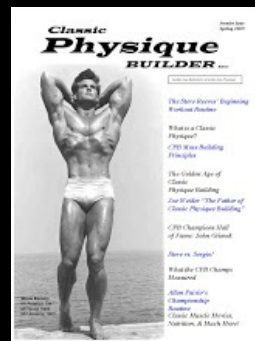
Vol 1 No 3 - Cover: John Grimek (see
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Vol 1 No 2 - Cover: George Eiferman
(see Back Issue info below)

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Vol 1 No 1 - Cover: Steve Reeves
(see Back Issue info below)

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Back issues of *Classic Physique Builder Zine (CPBzine)* are available

to all CPB Donors as a "thank you gift" for supporting our mission. For a \$5 donation (USD), we will send you the back issue of your choice. For a \$10 donation (USD), we will send you up to 3 back issues of your choosing. Simply click on the "donation" button below and then follow the paypal instructions. Once you have made your donation, then send an email to us at cpbzine@gmail.com and let us know which back issue(s) you would like. You will then receive your back issue(s) in pdf format via email. It's that easy!

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A B O U T U S

Hi and Welcome to CPB!

I'm Anthony Miller - a PhD in anatomy & cell biology, researcher, scientist, academician, pre-roid Golden Age aficionado, and aspiring classic physique builder. I founded **CPB** because I got tired of waiting for someone else to do it!

For those of us who have no intention of using drugs to build our physiques, it is nearly impossible to get good, muscle-building info that works for non-drug users or inspiring images of classic physique champs from the extreme, steroid-oriented muscle mags of today. Fortunately, there is a vast wealth of pre-roid, Golden Age information from the 1940s and 50s that we can use to build Golden Age physiques that are drug-free, healthy, muscular, powerful, symmetrical, and attractive!

It is the mission of **Classic Physique Builder (CPB Blog and CPBzine)** to make pre-roid, Golden Age bodybuilding information available again to all, so that we are no longer held captive to the extremism of the modern muscle mags and so that a new, 21st Century Renaissance of Classic Physique Building can arise!

If our mission appeals to you, then please join us in spreading the **CPB Movement** wherever you are and in whatever way you can. Help us get the word out to people that **Golden Age Classic Physique Building** (true, pre-roid bodybuilding) is a better and brighter alternative than what the current, mainstream, drug-based bodybuilding world provides!

Please consider supporting the **CPB**

mission through your donations (see donation button above). This will allow us to continue to offer CPBzine free for those (especially young people) who truly cannot afford it. - Thank you!

S T E V E R E
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