

physical fitness

THE INSULT THAT MADE A MAN OUT OF "MAC"



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

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 FREE BOOK



Charles Atlas

Awarded the title of "The World's Most Perfectly Developed Man."

CHARLES ATLAS, Dept. 00000
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	

Send me absolutely FREE 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.

Age.....



ABOUT THE COVER

For decades the name Charles Atlas was synonymous with physical fitness. Mr. Atlas today is a vigorous and active 78, and the company he founded in 1926 is still going strong with its mail order physical culture course. Our cover shows their most famous ad, courtesy of Charles Atlas Ltd. of New York. It may evoke nostalgia, or laughter, or perhaps cause you to ponder the shape your shape is in. But read on. Physical fitness is what this issue's all about.

CINCINNATI BELL bulletin

MAY • VOL. 61 • NO. 5

Published to communicate the accomplishments and activities of telephone people, the performance and progress of our Company and the telephone industry, and the need for understanding and appreciating our American Way of Life.

Cincinnati Bell, serving customers in Ohio, Kentucky and Indiana for nearly a century. Editorial Offices: 206 East Sixth Street, Room 200, Cincinnati, Ohio 45202. Phone: Area Code 513 397-4584



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