

STAMP CAMPAIGN UNDERWAY FOR "HERO OF THE BEACH"



Charles Atlas in his famous beach scene ad.

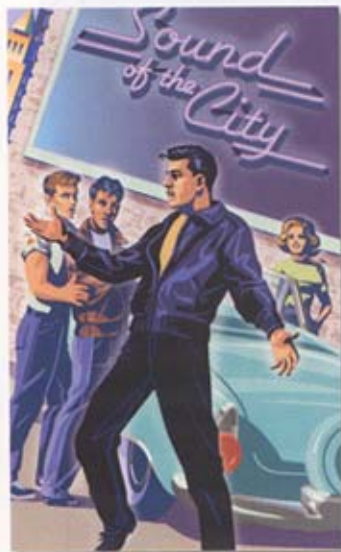
He was born Angelo Siciliano, but the world knew him as Charles Atlas, who pioneered physical fitness in America almost 100 years ago.

He came to the U.S. from his native Calabria in 1903 at age 10. A small, weak teen-ager, he tried to become stronger, but without success. Eventually he developed his own fitness system, "Dynamic-Tension," which pits muscle against muscle as a form of natural bodybuilding. The program turned this self-described "97-pound weakling" into a 180-pound man, able to pull a 72-ton locomotive more than 100 feet.

Atlas advertised in comic books, in now-classic ads which include "The Insult That Made A Man Out Of Mac" and "Hey Skinny" in which a bully kicks sand in a boy's face and the boy gets his revenge after following Atlas's 12-step program. It inspired millions of men, including Arnold Schwarzenegger.

Atlas died in 1972 of heart failure at age 80, after jogging on a beach. Now his fans are petitioning the U.S. Postal Service for a stamp in his honor and are asking for letters of support. (See address below.) For updates, contact Cynthia Soroka, Vice President of Charles Atlas, Ltd. At Catlas@aol.com. -DDS

WHO PUT THE "BOP" IN DOO-WOP?



I Wonder Why became one of doo-wop's first big hits.

Although the doo-wop phenomenon of the 1950's began as a form of rhythm and blues in the Black community, it soon got a unique sound from singing groups of three or four Italian American boys from New York and New Jersey.

"It was homemade street-corner music, made by guys trying to impress the girls," says singer/songwriter Dion (born Dion Francis DiMucci). As lead singer with Dion and the Belmonts, his

LETTER-CAMPAIGN
Send your letter requesting a stamp for Charles Atlas to:
Citizens' Stamp Advisory Committee
C/O Stamp Management
US Postal Service
475 L'Enfant Plaza SW (Room 4474E)
Washington, DC 20260-2437

"We figured out the harmonies and sang at parties, on rooftops or at the beach," he says.

These songs with their recognizable beat and harmonies are now collected in a 3-CD box set called "Sound of the City." It has more than 60 tunes, featuring some of the 50s' biggest hits, including *Sherry* and *Big Girls Don't Cry* by the Four Seasons; *The Lion Sleeps Tonight* by the Tokens, and Dion's hits, *I Wonder Why*, *Runaround Sue* and *Teenager in Love*. The set costs \$39.99 and is available in bookstores, CD retailers and online at amazon.com or at www.timelifeentertainment.com