

BOOST YOUR METABOLISM FOR CUTS & SIZE

NATURAL & BODYBUILDING & FITNESS

THE **ONLY** MAGAZINE DEDICATED
TO A DRUG-FREE LIFESTYLE

AUGUST 2009

MASSIVE PECS
WHICH EXERCISES
WORK BEST?



**Jennifer
England**
HEATS UP
THE FAST
AND THE
FURIOUS 4

**HUGE
LEGS
FAST!**

- 20-Rep Plan
- Front Squats For Quads
- Volume Training
- Build Killer Calves

**6 KEYS TO
A SUPER-
WIDE
BACK**

**BEYOND
DIURETICS:
THE NATURAL WAY
TO FLUSH FLUIDS!**

INBF Stars
*Mikki May
& Anthony
Catanzaro*

**SUPPLEMENT
SURGE**

- Next Generation
N.O. Releasers
- Taurine For Strength
- The Ultimate
Mass-Builder
- Pure Nitric Oxide
Is Here!

Display until August 2, 2009

\$6.99 US

08>



"Hey! Quit kicking that sand in our faces!" Such was the mindset of Charles Atlas and his colleague, Charles P. Roman, when they created Charles Atlas, Ltd., in 1929.

The company is described as "the cornerstone of the modern mail-order industry." Charles Atlas, Ltd., holds the distinction of owning the most famous and recognized trademark in advertising with the "Hey Skinny" and "The insult that made a man out of Max" ads—which have appeared in comic books and pop culture magazines around the globe for nearly a century. The now legendary cartoon ad, which is often dubbed "97-lb. weakling getting sand kicked in his face," remains in circulation to this day.

Charles, born by the name of Angelo Siciliano in Italy on October 30, 1892, went on to develop a bodybuilding method and associated exercise program (Dynamic-Tension), but he was most well known for the aforementioned advertising campaign that featured his name and physique. This campaign is noted by historians as being "the most lasting and memorable campaigns of all time." Angelo eventually took the name "Charles Atlas" after a friend allegedly told him he resembled the statue of Atlas that stood on top of a hotel in Coney Island. The name-change was legalized in 1922, and Charles Atlas quickly became associated with a representation of strength, muscles, fitness and clean living.

But the story really begins in 1921, when a man by the name of Bernard Macfadden (publisher of *Physical Culture* magazine), sponsored a natural bodybuilding competition entitled, "The World's Most Perfectly Developed Man" in Madison Square Garden in New York City. The show was held for two consecutive years, with Charles winning each time. As a result, sources confirm that Macfadden decided to stop promoting the contest after coming to the realization that Charles—the most

popular musclemen of his day—would win every time. Charles later earned the immortal title, "The World's Most Perfectly Developed Man." Consequently, his measurements also went on file as being the "ideal male specimen" for 20th Century men.

After spending his life as a bodybuilding and business icon to millions, Charles Atlas died at 80 years old on December 23, 1972, after suffering from a heart attack in Long Beach, N.Y. Leaving behind two children, this fitness enthusiast's life will forever live on through his landmark company.

Today, Charles Atlas, Ltd., is celebrating its 80th year as one of the oldest running health and fitness companies in U.S. history. The company boasts itself on weathering time, two World Wars, recessions and the stock market crash of 1929. An American icon lives on and continues to help the "little

guy" by keeping beaches safe around the world. Today, the company is owned by Jeffrey C. Hogue and continues to change lives one 97-lb. weakling at a time. (Yes, Dynamic-Tension is still used as a muscle-building program today, even by bodybuilders.) Rest assured, no one is kicking sand in this company's history! ★

Editor's Note: For more information about Charles Atlas, Charles Atlas, Ltd. or Dynamic-Tension (which consists of a dozen, 15-minute lessons and one final perpetual lesson that is supplemented with photos of Charles Atlas demonstrating the exercises), visit CharlesAtlas.com.

PHOTO COURTESY OF CHARLES ATLAS LTD., CHARLESATLAS.COM

CHARLES ATLAS NOTABLE FACTS

(courtesy of CharlesAtlas.com)

- Charles Atlas earned the title, "The World's Most Perfectly Developed Man."
- Charles Atlas was chosen by a cross-disciplined group of health and medical experts, educators, anthropologists, scientists and doctors as the perfect male body, and placed his physical measurements on file for posterity.
- Atlas' measurements are buried in a time capsule at Oglethorpe University.
- On the Ellis Island website, Atlas is listed number one.
- *Forbes* magazine selected Charles Atlas as one of the Century's Super Salesmen.
- Charles was named one of the Most Influential People of the 20th Century by *Times Sunday Magazine*.
- Charles Atlas is known worldwide as the founding father of modern-day bodybuilding and fitness.



THE LAST MAN STANDING CHARLES ATLAS CELEBRATES 80 YEARS

By Laura Anne Rega