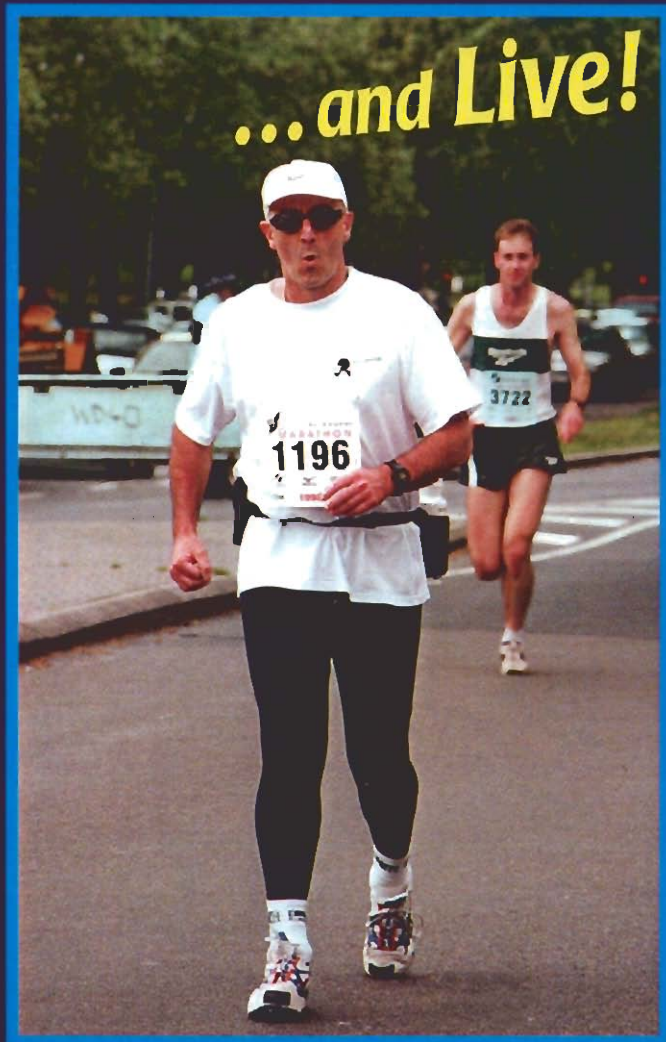


Fit to Walk and Talk



Alexander Guy Sprunt

Actual Charles Atlas® ad as seen today...

The insult that made
a man out of Mac®

TIRED OF BEING PICKED ON? NOBODY PICKS ON AN "ATLAS MAN!"



I WAS PICKED ON TOO - NOT ANYMORE!
There's right and wrong in a man's life. I was once picked on for "being fat" - I was a decent "12 pound overweight" - I was an average of an average body that developed from work as a salesman or going to the gym. The girls wouldn't look at me and the guys gave me no respect. It all changed for me and I'll change it for you. I'll make you an "Atlas Man!" and all the girls will be in a happy state of mind to impress the girls and stop the bullies! You have my word on that!

I HAVE HELPED MILLIONS OF GUYS LIKE YOU BECOME STRONG HANDSOME MEN WITHOUT WEIGHTS, EXPENSIVE EQUIPMENT OR GADGETS.
I developed the method of "Dynamic Exercises" which works wonders for the mind and developed the "Solex" hat, I was then hired to give a dynamic and we called the hat "The World's Most Perfectly Developed Man". I'll send you for information on my complete Atlas Bodybuilding Course and System of strength, health and nutrition. My course will make you a new man. I'll make you tough, really tough. So don't delay - order today!

Charles Atlas
"The World's Most Perfectly Developed Man"

Call Toll-Free:
1 (888) MR-ATLAS
(1-888-672-8527)

Charles Atlas
P.O. Box 17, Dept. 84AT1
Madison Square Station
New York, NY 10159

Dear Mr. Atlas: I am enclosing \$2.00 for information about your complete body-building course to cover shipping and handling - I'm interested in the following:

- A Big Chest
- Strong Arms
- Goodness with Girls
- Clean Weight
- Powerful Legs
- Good Shoulders
- Magnetic Personality
- Love Weight

Name _____
Address _____
City _____ State _____ Zip _____

Charles Atlas, Ltd.
175, West 17th Street
New York, NY 10011
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visit the Charles Atlas® web site @
www.charlesatlas.com

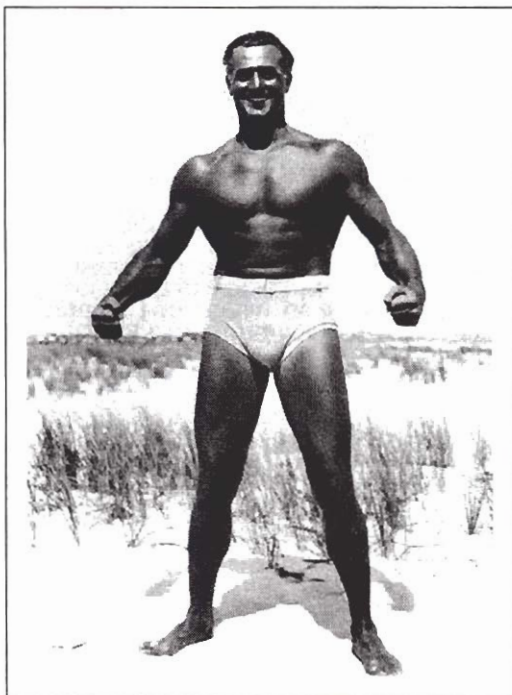
The Complete Course
Step-by-step instructions for building
up physical strength in
a matter of 10-15 days.

studying the books he brought home from the library. One photograph engraved itself in my subconscious, and is I believe one of the cornerstones of ease with which I maintain my health and fitness. The man in the photo was Mr Charles Atlas. Some of you may remember the advertisements of the skinny guy getting sand kicked in his face by the bully on the beach and how Charles Atlas's Dynamic-Tension Program promised to create "the real he-man in double-quick time".

The Charles Atlas Dynamic-Tension Course still provides an excellent health and wellbeing regime. It has been updated over the years and is now available online, worldwide, at www.charlesatlas.com.

In the early 1900s Atlas placed much emphasis on a man's strength and muscular body but his study of health also extended into the areas of healthy eating and nutrition, relaxation, coaching and even spirituality. He was a firm believer in God and during the Great Depression he is reported to have told those wealthy men who were in despair at losing their fortunes to, "Get into exercising. Burn your bonds. Give your possessions away. Get on a healthy basis. My God, it's the body that counts. The heck with your possessions!" He would tell both children and adults, "Live clean, think clean, and don't go to burlesque shows." They were his Three Commandments.

Weight training became essential to my fitness regime and important to my success when playing basketball and tennis. It also provided a welcome relief during the many hours of study that went into obtaining my engineering qualifications. Why engineering? I have no idea, except that I enjoyed practical study and building and creating things. I also loved sport and exercise and often thought of becoming a professional tennis player like 'Rocket' Rod Laver, Lew Hoad or John Newcome.



Charles Atlas®
Dynamic-Tension®