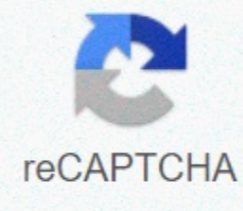




I'm not robot



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## Old charles atlas comic book ad

Charles Atlas in 1920

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Comic book ads have taken a dramatic shift over the past several years. Gone are the days of ads for TV star posters, bubble gum and various and sundry gimmick products. Most ads in comic books today are for video games, cartoons, other comic book titles or film adaptations of comics. If you find yourself pining for the days of offers promising an exciting product in exchange for a couple of dollars or products that were advertised in comics that would cause alarm today, take a stroll with us down memory lane and examine these ten classic products from comic books of the past, in no particular order. Sea Monkeys Perhaps one of the more unusual and intriguing products ever sold in comic books, Sea Monkeys, actually a very specific species of brine shrimp, have been around as a commodity since 1950. With their friendly Sea Monkey family happily lounging in front of their castle, their ads encouraged us to try our hand at raising an aquatic ecosystem with water, growth food and a bizarre set of "living plasma". They're still sold today, but this smiling, waving oddity has vanished from the pages of comic books. Ads for Muscle and Body Building Considering the number of ads in comics promising muscle mass and strength, Charles Atlas and company must have thought most comic book readers 98-pound weaklings. The innumerable ads, many promising results in a matter of days, were everywhere in comics for years, ran the gamut of techniques. From Atlas' "dynamic tension", to Mike Marvel's Scientific Isometrics, consumers had their choice of ways in which to achieve maximum pumpage with minimum time commitment. Grit Newspaper Poor, literally, non-Grit saleschildren. Multiple ads for this over 120 year old newspaper turned magazine depicted little souls without cash, unable to partake in the fun their friends were having at the amusement park. Selling Grit, which practically sold itself according to the ads, would guarantee kids either cash payments or they could receive prizes of all sorts. While Grit is still sold today, it was once an introduction into free enterprise for young kids looking for a way to treat the gang to a burger. Hostess Snack Cakes Ah, Hostess Snack Cakes. Remember the good ole' days when all it took to stop Lex Luther from taking over the city was a Twinkie? Or how about that time Spider-Man thwarted Doc Ock by simply distracting him with a Ding Dong? Hostess Snack Cakes still exist on grocery store shelves, their ads in comics forgotten. I challenge you though to pick up virtually any mainstream comic book from the late 70's-mid 80's that didn't include an ad for one of these sugary, but oh so delicious, crimebusters! Dingo Boots Perhaps the biggest reason that this ad stands out today is due to the fact that its spokesperson, O.J. Simpson, doesn't quite have the same appeal to kids today as he did when he endorsed this product during his football heydays. Dingo Boots are known for their authentic, sturdy leather and Western appeal. Using O.J.'s appeal in their ads was a genius move, and the promise of the autographed picture of the Juice certainly helped sell some shoes! Air Rifles It seemed like a good idea at the time. Companies Daisy and Crosman were certainly the two biggest companies that published ads in comics, featuring happy children learning to use their pump action bb guns, under the watchful eye of an adult, usually festooned by a cowboy hat. It would be hard to imagine DC or Marvel running ads with these products today, but for nostalgia's sake, it's certainly interesting to revisit. Toy Soldier Sets Go to any toy store today and try to see how far \$1.75-\$1.98 will go. For a good portion of the Bronze Age, that was all the dough you needed to get your own squadron of toy soldiers! You could have Roman fighters, Army men, Civil War soldiers, all in sets of at least 100! A great service these ads provided was in listing specifically what inventory you were getting, everything from tanks to archers! Aurora Hobby Kits If you wanted a way to build a Frankenstein monster to play with your model Batmobile, you could find both through Aurora. The company, known for its model kits of, well, everything, was a stable advertiser in comic books for years. Superheroes, movie monsters, animals, science-fiction robots and cars were among their more popular offerings, with these kits now a collectible commodity. A relaunch of some of the kits was rumored, but sadly, nothing has come to fruition at this time. Mego Action Figures The world's greatest superheroes helped make Mego a memorable company in the 1970's. Their ads for their line of 8-inch figures were everywhere in the pages of DC and Marvel, and the toys were widely popular. Ads in comics were used to both tease us with future releases of popular characters and to encourage us to run out to stores to pick up Shazam, Batgirl, Iron Man and the Green Goblin. Sadly the company folded in the early 80's, but the toys, and the comic books featuring their ads, live on. X-Ray Glasses, Spy-Pens, Etc. How could I do this list without including, of course, the classic and ever-present ads for various novelties such as X-Ray glasses and sneezing powder. Offered at dirt cheap prices, these products would be featured in typically half to full page ads, with type that was often microscopic. When you think about it though, how much of a sales pitch do you have to have to buy a whoopie cushion for under \$2.00. While some of the gadgets have fallen away, mostly over the years, such as 3-D glasses, others are still around, however their comic book presence has sadly waned.◊comments For other uses, see Charles Atlas (disambiguation). Charles AtlasAtlas c. 1920BornAngelo SicilianoOctober 30, 1892[1]Acri, Cosenza, Italy[1]DiedDecember 24, 1972(1972-12-24) (aged 80)[1]Long Beach, New York, U.S.[1]OccupationBodybuilderSpouse(s)Margaret CassanoChildren2 Charles Atlas (born Angelo Siciliano; October 30, 1892 – December 24, 1972)[2] was an Italian-born American bodybuilder best remembered as the developer of a bodybuilding method and its associated exercise program which spawned a landmark advertising campaign featuring his name and likeness; it has been described as one of the longest-lasting and most memorable ad campaigns of all time.[3] Atlas trained himself to develop his body from that of a "scrawny weakling", eventually becoming the most popular bodybuilder of his day. He took the name "Charles Atlas" after a friend told him that he resembled the statue of Atlas on top of a hotel in Coney Island[4] and legally changed his name in 1922. He marketed his first bodybuilding course with health and fitness writer Dr. Frederick Tilney in November 1922. The duo ran the company out of Tilney's home for the first six months. In 1929, Tilney sold his half of the business to advertising man Charles P. Roman and moved to Florida. Charles Atlas Ltd. was founded in 1929 and, as of 2020, continues to market a fitness program for the "97-pound weakling" (44 kg). The company is now owned by Jeffrey C. Hogue. History Comic book ad from 1949 featuring Charles Atlas Angelo Siciliano was born in Acri, Cosenza, on October 30, 1892.[1][5] Angelino, as he was also called, moved to Brooklyn, New York, in 1903,[1] and eventually became a leather worker. He tried many forms of exercise initially, using weights, pulley-style resistance, and gymnastic-style calisthenics. Atlas claimed that they did not build his body. He was inspired by other fitness and health advocates who preceded him, including world-renowned strongman Eugen Sandow and Bernarr MacFadden (a major proponent of "Physical Culture"). He was too poor to join the local YMCA, so he watched how exercises were performed, then performed them at home. He attended the strongman shows at Coney Island, and would question the strongmen about their diets and exercise regimens after the show. He would read Physical Culture magazine for further information on health, strength, and physical development, and finally developed his own system of exercises which was later called 'Dynamic Tension', a phrase coined by Charles Roman.[6] A bully kicked sand into Siciliano's face at a beach when he was a youth, according to the story that he always told. At this time in his life, also according to the story, he weighed only 97 pounds (44 kg).[7] According to several stories and claims, he was at the zoo watching a lion stretch when he thought to himself, "Does this old gentleman have any barbells, any exercisers? ... And it came over me. ... He's been pitting one muscle against another!"[8] None of the exercises in the Dynamic Tension course could be attributed to how lions use their bodies. Other exercise courses of the time contained exercises similar to Atlas's course, particularly those marketed by Bernarr McFadden and Earle E. Liederman.[9] Bernarr MacFadden, publisher of the magazine Physical Culture, dubbed Siciliano "America's Most Handsome Man" in 1921, and "Americas Most Perfectly Developed Man" in a 1922 contest held in Madison Square Garden[8][10] He soon took the role of strongman in the Coney Island Circus Side Show. Nowhere did Atlas win a title proclaiming him to be the world's most perfectly developed man. In 1922, 30-year-old Siciliano officially changed his name to Charles Atlas, as it sounded much more American. He met Dr. Frederick Tilney, a British homeopathic physician and course writer who was employed as publisher Bernarr MacFadden's "ideas man". Atlas and Tilney met through MacFadden, who was using Atlas as a model for a short movie entitled "The Road to Health". Atlas wrote a fitness course and then asked Tilney to edit it. Tilney agreed and Atlas went into business in 1922.[8] Dynamic Tension Main article: Dynamic Tension Atlas' "Dynamic Tension" program consists of twelve lessons and one final perpetual lesson. Each lesson is supplemented with photos of Atlas demonstrating the exercises. Atlas' lesson booklets added commentary that referred to the readers as his friends and gave them an open invitation to write him letters to update him on their progress and stories. Among the people who took Atlas' course were Max Baer, heavyweight boxing champion from 1934 to 1935;[11] Rocky Marciano, heavyweight boxing champion from 1952 to 1956; Joe Louis, heavyweight boxing champion from 1937 to 1949; British heavyweight weightlifting champion and Darth Vader actor David Prowse; and Allan Wells, the 1980 Moscow Olympic Games 100 meter champion.[citation needed] Artists' model The Dawn of Glory (1924) by Pietro Montana, Highland Park, Brooklyn. Besides photographs, Atlas posed for many statues throughout his life. These included Alexander Stirling Calder's Washington at Peace (1917–18) on the Washington Square Arch, Manhattan; Pietro Montana's Dawn of Glory (1924) in Highland Park, Brooklyn (sometimes misreported as Prospect Park);[12] and James Earle Frazer's Alexander Hamilton (1923) at the U.S. Treasury Building in Washington, D.C.[13] Death Atlas began to experience chest pains after exercising during his final years, resulting in his hospitalization in December 1972. He died from a heart attack in the hospital on December 24, 1972 in Long Beach, New York at age 80.[2] He left behind a son, Charles Jr., and a daughter, Diana. His wife, Margaret, had died seven years before. Nunziato Siciliano, Atlas' father, who had returned to Italy shortly after arriving in the US in 1903, lived into his 90s. Atlas' son, Charles Jr., died in August 2008 at the age of 89.[citation needed] The print advertisements 1953 variant of the famous "Beach Bully" advertisement. The famous Charles Atlas print advertisements became iconic mostly because they were printed in cartoon form from the 1930s on, and in many comic books from the 1940s onwards – in fact continuing long after Atlas' death. The typical scenario, usually expressed in comic strip form, presented a skinny young man (usually accompanied by a female companion) being threatened by a bully. The bully pushes down the "97-pound weakling"[14] and the girlfriend joins in the derision. The young man goes home, gets angry (usually demonstrated by his kicking a chair), and sends away for the free Atlas book. Shortly thereafter, the newly muscled hero returns to the place of his original victimization, seeks out the bully, and beats him up. He is rewarded by the swift return of his girlfriend and the admiration of onlookers. The ad was said to be based on an experience the real Atlas had as a boy.[15] With variations, it was a mainstay of comic books and boys' magazines for decades. The ads usually conclude with the words "As is true of all the exercises in Atlas's course, you can do these exercises almost anywhere." [16] Charles Atlas slogans used in advertising copyrighted in 1932 included "Battle Fought in Bed that Made Fred a He-Man!", "Insult that Made a Man out of Mac", and "Let Me Give You a Body that Men Respect and Women Admire!". Slogans copyrighted the following year included "97 pound weakling... Who became the World's Most Perfectly Developed Man", and "Just Seven Days that's All I Need" [17] "The Insult that Made a Man out of Mac" In this, the full-length version, the protagonist, "Mac," is accosted on the beach by a sand-kicking bully while his date watches. Humiliated, the young man goes home and, after kicking a chair and gambling a three-cent stamp, subscribes to Atlas's "Dynamic-Tension" program. Later, the now muscular protagonist goes back to the beach and beats up the bully, becoming the "hero of the beach." His girl returns while other women marvel at how big his muscles are. (An earlier but otherwise almost identical version, "How Joe's Body Brought Him Fame Instead of Shame," debuted in the 1940s).[18] "The Insult That Turned A 'Chump' Into a Champ" In this version, which debuted in 1941,[18] "Joe" is at a fair with his girl when the bully (who has just shown his strength with the "Ring-the-Bell" game) insults and pushes him. Joe goes home, slams his fist on the table, and orders the free Atlas book. Joe then returns to the fair, rings the bell, and pushes down the bully while his girlfriend reappears to compliment him on his new, powerful physique. "Hey, SKinny! Yer Ribs Are Showing!" The condensed, four-panel version stars "Joe," though it is otherwise identical to Mac's story. Instead of "Hero of the beach," the words floating above Joe's head are "What a man!"[citation needed] "How Jack the Weakling Slaughtered the Dance-Floor Hog" Another version of the ad presents a scenario in which "Jack" is dancing with his girl, Helen. They are bumped into by a bully, who comments on how puny Jack is, not even worth beating up. Jack goes home, kicks a chair, and sends away for Atlas's "free book." Later, the muscular Jack finds the bully, punches him, and wins back the admiration of Helen. This time, the words "Hit of the party" float over his head as he basks in the admiration of the other dancers.[citation needed] In popular culture This section needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (February 2021) (Learn how and when to remove this template message) Literature In the 1966 postmodern novel Beautiful Losers, written by Leonard Cohen, Charles Atlas is parodied as "Charles Axis." The short story "Charles Atlas Also Dies" by Sergio Ramirez centers on the main character, a follower of Atlas's exercise program, and his trip to the United States to meet Charles Atlas himself, written from an ironic and dark-humored perspective. Among the numerous references to Atlas's program/story/advertisements, the main character describes having sand kicked in his face by "two big hefty guys" in front of his girlfriend and later being compared to the mythological god Atlas after undergoing the program. The story juxtaposes the superhuman strength and notoriety of Charles Atlas—the symbol, with the fragile and mortal aspects of Charles Atlas—the man. The story begins with the quote: "Charles Atlas swears that sand story is true. – Edwin Pope, The Miami Herald".[19] In Kurt Vonnegut's novel Cat's Cradle, Charles Atlas is mentioned. When the narrator comes across the term "Dynamic Tension" in a book about the mysterious cult leader Bokonon, he laughs because he imagines the author does not know "that the term was one vulgarised by Charles Atlas, a mail-order muscle-builder." However, as he reads on he finds that Bokonon is an alumnus of Atlas's training program, which has inspired his idea that "good societies could be built only by pitting good against evil, and by keeping the tension between the two high at all times." In Charles Bukowski's short story "Bop Bob Against That Curtain", part of the 1973 volume South of No North, the main characters, a bunch of kids, tried Charles Atlas' Dynamic Tension program to look tough, but they prefer lifting weights as it seems to them "the more rugged and obvious way". In Michael Connelly's early Harry Bosch books (The Black Echo, The Black Ice, The Concrete Blonde, The Last Coyote), Bosch's Commanding Officer, Lieutenant Harvey Ponds, is nicknamed "98" as a reference probably both to Charles Atlas's "97 pound weakling" and The Rocky Horror Picture Show. A Spitting Image annual parodies the Charles Atlas advertisement as "Charles Einstein", with the two protagonists competing not on muscular physique, but with their rhetorical skills and grasp of postmodernism. Film and TV In the 1978 Vietnam war film The Boys in Company C, Marine Vinnie Fazio explains during a force march that he is carrying too much ammunition and gear for the platoon, shouting out "What an ?! Charles Atlas?". In the Futurama episode "When Aliens Attack", Fry gets sand kicked in his face by a "professional beach bully" who asks for payment for his services after Fry won the girl, Leela. Leela hits on the bully, but the bully claims to be gay. The title song of the 1964 film Muscle Beach Party features the lyric "Cherry little woodies are the center of attention / Til the muscle men start the dynamic tension" In the Ren and Stimpy episode "Ren's Pecs," Ren seeks counsel from the bodybuilder "Charles Globe", who inspires him to get plastic surgery. Charles Globe and the entire episode are obvious spoofs of the Charles Atlas story. In the Seinfeld episode "The English Patient", the character of Izzy Mandelbaum is said to have worked out with Charles Atlas in the '50s to which Jerry wryly replies, "1850s?", poking fun at Izzy's age. The Rocky Horror Picture Show (film, 1975), makes several references to Atlas: In "Charles Atlas Song / I Can Make You a Man". The title line exploits the grammatical ambiguity of Atlas's slogan[20] "In just seven days, I can make you a man," between the meanings "... cause you to become a 'real' man" and "... create a man for you." Both Charles Atlas and "Dynamic-Tension" are mentioned by name. It refers to a 98-pound weakling, a reference to Atlas' "97-pound weakling." The second line refers to the Charles Atlas advertising campaign with "Will get sand in his face when kicked to the ground." The mad scientist character (Dr. Frank N. Furter) claims that his Frankensteinian creation "carries the Charles Atlas Seal of Approval." In an episode of That '70s Show, Eric's sister accuses him of being weak by saying he ordered a Charles Atlas video to buff up. In an episode of Monty Python's Flying Circus, Terry Gilliam creates an animation which is a visual spoof of Charles Atlas' ad campaign. In an episode of Punky Brewster, Punky asks Henry if he still has his Charles Atlas books after being bullied at school. In "Mild Mannered", an episode of Warehouse 13, a pair of Charles Atlas's trunks imbue a character with superhuman powers, including superstrength and the ability to alter his own density. In "The Missing Page", an episode of Hancock's Half Hour, Hancock reads the fictional detective novel 'Lucky, Don't Fall Backwards'. The final page has been removed, and Hancock reads the lines 'Men! Are you skinny? Do you have sand kicked in your face?'; a parody of Atlas' advertising in pulp novels. In an episode of the television show, What's My Line?, in 1956. Charles Atlas was the mystery guest, calling himself Mr. X.[21] In an episode of the television show, Red Dwarf, season 3, episode 4, called "Bodyswap", Rimmer claims Lister was no Charles Atlas to begin with, but they had previously swapped bodies so that Rimmer could make Listers body fit. Instead, he abused the trust. Robot Chicken has a sketch wherein a weakling gets sand kicked in his face by a bully. He then gets a shot of "Barry McGwire's Super Heavyweight Kevin Rudd.[23] An issue of Nickelodeon Magazine features a fake advertisement that parodies the Atlas body ads; the difference is that the product promises to make a person extremely smart. In this parody, a genius man picks on an incredibly strong yet slow-witted man for his lack of intelligence. The man gets his revenge by scientifically proving that the genius bully does not exist, making him disappear. An article in The Onion spinoff Our Dumb Century portrays a feud between Adlai Stevenson and General William Westmoreland being carried out in the same vein as illustrated in the Charles Atlas advertisement. A 1993 Entertainment Weekly video review of the films Hard Target and Last Action Hero depicted Jean-Claude Van Damme as the bully on the beach and Arnold Schwarzenegger as the weakling. In the illustration, Van Damme harasses a scrawny Schwarzenegger, claiming that Hard Target, unlike Schwarzenegger's movie, was well-received by both audiences and critics. Instead of ordering Atlas's program, Schwarzenegger calls his agent and orders Last Action Hero to be released on video immediately. Schwarzenegger, now with a film doing well as a video rental (despite its theatrical failure), returns to the beach and punches Van Damme out. Comics In the DC Comics title Mystery in Space,[volume & issue needed] the main character, Comet, referring to an army of super-powered clones, says, "Physically those clones may make me look like a 98-pound-weakling, but psychically I'm the Charles Atlas of this beach." The January 1974 issue of the satiric magazine National Lampoon was dedicated to animals: Pets, circus, wild beasts, evolution, law, etc. A fake advertisement in the article "Popular Evolution", a parody of the magazine Popular Mechanics, presents in the three-stage comic strip manner a Charles Atlas-style commercial. A little skinny mouse suffers the humiliation of being kicked at the beach by a bully, some sort of medium-size carnivore. Little mouse, goes home, kicks a chair, fills the form and sends it to Mr. Charles Darwin, Galapagos Islands. "After a few millions years of evolutionary exercise" little mouse has developed fangs, and ugly scary face, wings, amongst other attributes; goes back to the beach, bites the bully predator in the neck, Count Dracula style and is declared the "heroe of the habitat" by the admiring females. Unfortunately the issue is out of print and cannot be seen online anywhere.[24] The "kicking sand in the face" image has been used many times in Archie comics. 2000AD featured The insult that made a robot of 'Wall', featuring Droïd Atlas and Walter the Wobot Marvel Comics' humor series What The--?! used Atlas parodies regularly, as in "The Insult that Made Mac a Blood-Sucking Freak!" (What The--?! #23, November 1992). Minicomics pioneer Matt Feazell uses the sand-kicking bully to represent the Etruscan attack on Rome in Not Available Comics #25, 1993. "The Hold-up that Made a Hero Out of Mac", from Radioactive Man #1 (Bongo Comics, 1993), blends Mac's story with Batman's origin. Cartoonist Chris Ware appropriated Mac's "chair-kicking resolve" in a Jimmy Corrigan story from Acme Novelty Library #1 (Fantagraphics, Winter 1993). Cartoonist Josh Neufeld used the ad to spoof business writer David A. Vise, in a piece done for Fortune Small Business magazine in 2002. In the June 4, 2007, edition of "This Modern World," Tom Tomorrow uses the ad to make a point about how President George W. Bush pushes around Congressional Democrats.[25] New Orleans cartoonist Caesar Meadows spoofed the ad—substituting zine-making for bodybuilding—while advertising the 2008 Alternative Media Expo.[26] The Strange Talent of Luther Strode by Justin Jordan and Tradd Moore features a dark parody of Atlas's Dynamic Tension regimen, one which bestows superhuman strength, durability and reflexes, but at the cost of gaining an aggressive nature and seeing people as their musculature. One chapter of manga Riana ½ has minor antagonist Hikaru Gosunkugi buy a suit of powered armor from a parody of the "Beach Bully" advertisements. While it does make him stronger, it comes with a couple of drawbacks: it renders him immobile if he is not chained to a person he hates, and it self-destructs if he is unable to knock out the person he is chained to. Video games In early versions of the game, The Secret of Monkey Island, there was a statue in a voodoo shop that when inspected would make the character say "Looks like an emaciated Charles Atlas." The reference has since been removed due to Lucasfilm Games receiving a cease and desist letter.[27] Video game developer Valve released an update to their popular game, Team Fortress 2 that gave the sniper class a jar of urine called "Jarate". The comic strip that Valve used to advertise the update is a parody of the strip "The Insult that Made a Man out of Mac" [28] A later update that introduced the ability for players to give and receive high fives was promoted with similar comic strip, this time spoofing the strip "Hey, Skinny! Yer Ribs Are Showing!"[29] The physically unimposing "Little Mac" character in Mike Tyson's Punch-Out!! and the Punch-Out!! franchise is named in homage to the "Mac" of Atlas' best-known comic-book advertisement. The game Kingdom of Loathing contains a reference to the sand-kicking campaign.[30] References
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