

Allen (Continued) --

ly contributes to this he-man attitude. Only men with great imaginations and inherent dreams of dominancy are able to build powerful physiques from fragile, weakly bodies. Men desire power - physical power, mental power, social power - and their motive in building bodies is to forcibly impress other men with their strength. Personality, power and punch, plus posture that demands attention formula for the go-getting American business man.

# # #