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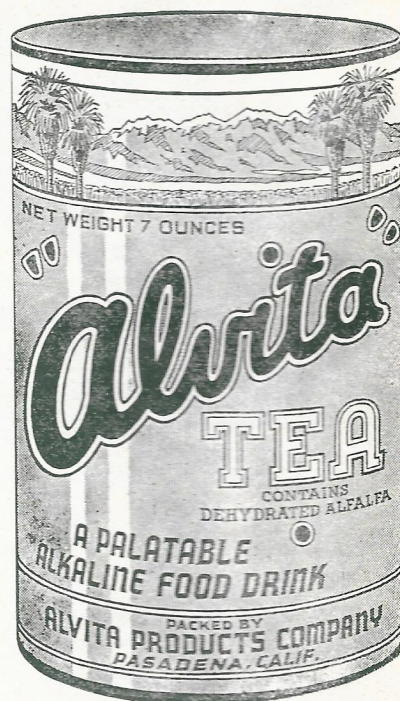
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IS HEREDITY IMPORTANT?

By WILLIAM HOWARD HAY, M.D.

TO be well born, of good parents with no disease taint, is to have a guarantee of at least a good start in life.

Such a start if not wisely conserved may not carry beyond the first or second year, depending wholly on how the infant has been managed after birth.

I firmly believe that any infant born alive and whole in all its parts is a potentially perfect adult no matter what the heritage, *if* the subsequent care is what nature herself would give if unhampered by the misunderstanding or the usual type of parent or attendant. Hereditary does play a part, of course, for parents cannot transmit to their offspring any better physique than they themselves possess, and while disease cannot be transmitted from parent to child, with the possible exception of syphilis, yet the tendency to disease can be transmitted, and is. Specific resistance of the various organs is inherited, for weakness of any organ in either parent will be transmitted to their offspring, and if the weakness of the same organ occurs in both parents the bequest to the child will be doubly weak.

Any organ sufficiently vital or resistant to carry on at the time of birth will be sufficient throughout life, if the living is correct, and not only so, but its function can be strengthened by continuous right living.

The foregoing truths may not be obvious to the average reader, but a little thought, a careful observation of the effects of heredity, will show the truth easily enough.

The reader has no doubt known some strong man who juggled heavy weights, and yet whose infancy was one of invalidism, and whose parents were tubercular or worse. There have been many such instances, proving that a wrong heredity and a bad start do not make supreme health and efficiency impossible later in life.

Our mental and physical traits have been transmitted to us by our parents, but what we do with these is of vastly more importance than the character of the heritage.



William Howard Hay, M.D.

In other words, given any sort of heredity we can husband the vitality bequeathed to us or we can dissipate it, just as we live.

WE are born with a certain potential of vitality. Perhaps we cannot increase it, but we can refrain from dissipating it, and thus conserve it for many years.

The conventional manner of life is of such character that it is practically impossible to conserve the vitality, for our wrong habits of life, especially those relating to the character of our foods and the manner of their preparation and combination creates a con-

tinual dissipation of vitality, because of the tasks in elimination, oxidation, metabolism and digestion entailed by our wrong conception of what constitutes proper food and the amounts of food that are necessary.

We burden the body with unnecessary tasks in digestion, absorption, metabolism, oxidation and elimination, thus wasting its potential of vitality, and with the best heredity in the world we can completely wreck a formerly magnificent set of organs and create for ourselves an early bankruptcy.

THIS does not mean that we are wildly dissolute, or that we are inebriates or drug addicts, for there are so many seemingly innocuous ways in which we can dissipate our precious potential of vitality that we may be living what our friends and neighbors would regard as a quite regular, even moral life, while at the same time we are, through our table habits, creating such an amount of acid end-products from foods and metabolism that no amount of physical activity will oxidize and eliminate the total.

It is through careless and misunderstanding habits of eating that we wreck the body chiefly, though also we deny the body certain vitamins or tissue salts that are vital to its complete operation, and this also is through following a conventional type of eating; just eating what our friends do, without analysis of our needs or of the character of the foods.

GEORGE BERNARD SHAW

This month George Bernard Shaw, Great Britain's iconoclast, doubter, and challenger of the orthodox, is 85 years old. His once red beard is now a sweep of white against the tan of a firm lean chest. But he is erect, virile, hard.

He lives simply, but well. He has money and uses it. He insists that his suits be of the best tweeds, his underwear of finest wool. He wears flat-soled, hand-made boots. He insists on good food, well prepared. *He is a vegetarian, probably the most famous in the world.* Tea, coffee, strong drinks and all smokes he gave up years ago. He hates most sports and sportsmen—hates them loudly and well.

Yet, exercise is one of the most important phases of his daily program. He believes that constipation is one of the world's greatest evils. He has never, as far as is known worn a pair of "specs." He still is the unquenchable jester, a cynic who laughs at everything and makes everyone else laugh with him.

Health Rules for Happy Vacations

HE is a foolish man who thinks his business demands all his efforts and boasts he has never had a vacation.

She is equally a foolish woman who thinks the home cannot get along without her and slaves for her family without a rest.

Both may feel that they are indispensable to their particular spheres in life, but business and home will always keep going even when the man and the woman have ceased to function.

It's a safe bet that ill health will not spare you if you use up your energy and leave yourself open to its insidious inroads.

Every day we read of some man who has suddenly collapsed due to over exertion and extreme fatigue. Heart disease or high blood pressure is the assigned cause—rest and freedom from too close attention to work would have saved the day.

They are wise who will take a few weeks of rest at least once each year. This is the best tonic for jaded nerves and failing strength. It makes over those men and women too tired to carry on. It peps them up—it clears the cobwebs from their brains. It renews vigor, brings about mental alertness and makes the tasks incident to business and home lighter. A few weeks of rest gives the necessary strength to conquer the seemingly impossible problem. You had better have that vacation before the cares of business and home take their toll.

But in taking a vacation there are certain considerations to be observed. Relaxation is necessary for the proper chemical changes that will rebuild worn and frazzled nerves and muscles. This does not mean complete inertia however. You should keep active, but never over-exercise. Make your activities pleasurable ones. This applies equally to your vacation time and your business and home. In this way everything you do will be done willingly and without effort of mind or body and strength and poise will be conserved. The following rules will be found helpful and healthful.

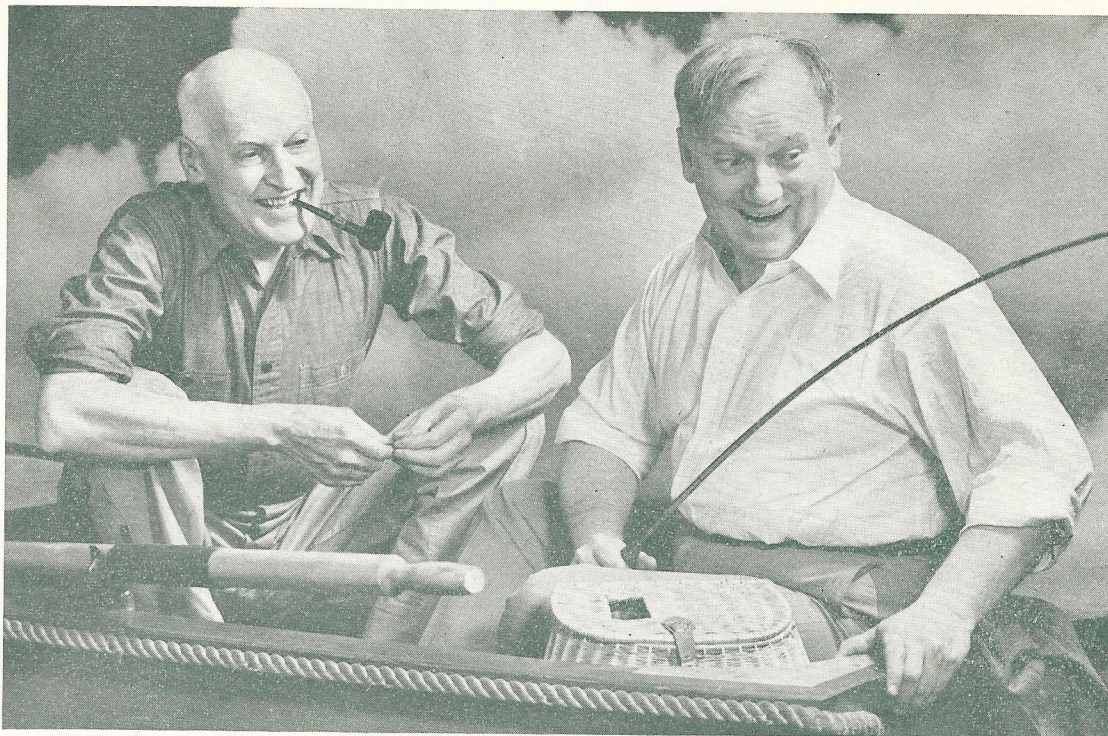
- 1—Do not make the children get all “dressed up.” Let them play and romp in loose, rough clothing.
- 2—Camp life is ideal for the children if the camp is a good one managed by persons capable of taking care of children. In choosing a camp for your child see if: It is a desirable place for residence; located on high well-drained ground,

free from swampy surroundings, with plenty of sunlight reaching the buildings or tents, and with a safe water supply. Check up on the diet served the children—be sure they get green vegetables, whole grain breads and pure milk.

- 3—If you take children for a day's outing to the beach, start early enough in the morning so that you get the benefit of a whole day out of doors.
- 4—Do not remain on the beaches until late at night, if you have the children with you. Do not over-feed them with all kinds of sweets that are for sale. Do not be one of those mothers whom we see all too frequently in the trains dragging home fretful, crying, overfed little children who have become over-tired and who can hardly keep their eyes open.
- 5—Do not drink water from any spring or brook you happen to be passing. There is a great danger of typhoid fever if you drink water from undetermined sources.
- 6—Be particularly careful of the food you eat while you are far from home. You will do well to have meals of fresh green vegetables, eggs, fruit and milk. Don't have too many meals—at every stand—three meals a day will be enough for you.
- 7—Do not attempt long walks during the heat of day.
- 8—Do not do much exercise during the heat of day.
- 9—For those who stay at home, plan each day's activities so that you give yourself a change. Make frequent use of nearby beaches or pools. Go on boat rides, if possible. Become acquainted with the parks.
- 10—On your automobile trip—ride in an open car if at all possible. Drive slowly. You'll get much more enjoyment out of the scenery and stand less chance of a smash-up. Remember there are others driving along the same roads.

Give yourself enough chance for complete relaxation and you won't come back “all in.” Give your diet careful consideration and your stomach won't kick up a fuss. Don't give yourself credit for being a good swimmer unless you really are—and even then don't try to show off. In other words for a happy, health vacation be sensible, be careful, be healthwise!

W. G. Barnard



Light exercise, plenty of sunshine and fresh air will often help to banish blood pressure worries

BLOOD PRESSURE WORRIES

By "VOICE OF HEALTH"

WHAT is blood pressure? Briefly, it may be defined as the result of the force which the heart exerts when it is contracting, plus the force of the resistance which the blood vessel walls have.

Why is high blood pressure dangerous? Because if it is a chronic state, it causes the already over-worked heart to increase in size in an attempt to take care of the strain. Eventually even the seemingly indestructible heart weakens.

High blood pressure itself is not a disease. Like fever, it is a symptom. Something is wrong somewhere in the body and the heart and blood vessels are bearing the brunt of the burden because of this disturbance.

What can be done for the sufferer from high blood pressure? in the first place, the point should be emphatically made that drugs can be of no aid. High blood pressure is Nature's way of attempting an adjustment because of some disorder in the system. If the blood pressure is lowered by drugs, the resultant state may be even more uncomfortable than before. For this is treating not the cause but the symptom. Sometimes reduction of the blood pressure by drugs actually affects the

kidneys and other organs which were not involved before drug treatment began.

Another thing which the sufferer from high blood pressure should not do is acquire the state of mind of an invalid and treat himself as one. In cases where there is an acute stage, rest in bed for a few days is often prescribed by a physician. But I have seen patients wear themselves out by worry and fear of illness while presumably "resting" in bed. The keynote to treatment for high blood pressure is rest, regularity and placidity. One must avoid excess of any kind; one must make a conscious effort to retain one's composure and serenity.

IT has been definitely established that one of the most successful treatments for high blood pressure is rest. Beginning a course of treatment by a short period of rest in bed often leads to excellent results. But when you get to bed, *rest*. Do not take your troubles with you. Physical rest without mental rest is almost futile.

It is very important to pay particular attention to one's food. Spices, al-

cohol, coffee and tea, fried heavy foods, should be carefully avoided. Fruits and vegetables should play an important part in the diet and correspondingly protein and starchy foods should be cut down to an appreciable extent. Overeating is a sin which the sufferer from overweight must never commit.

Another warning to sufferers from high blood pressure. If you are constipated, take immediate steps to overcome this condition. A bulk laxative may be employed as an aid to bring about elimination free from strain.

Above all, do not hurry or worry. If your social activities require too much exertion, give them up. If your business demands haste and constant fretting, take a strong hold on yourself. I do not mean to imply that you should give up your business. Far from it. But you should, and must, slow up a bit, learn to relax.

Anger, anxiety, irritability, envy—these are the arch enemies of successful treatment of high blood pressure. No amount of care in the selection of food, or in the observance of regularity in living, will be of any use if there is not also present the serenity and calmness of mental relaxation.

THE SOY MILK BABY

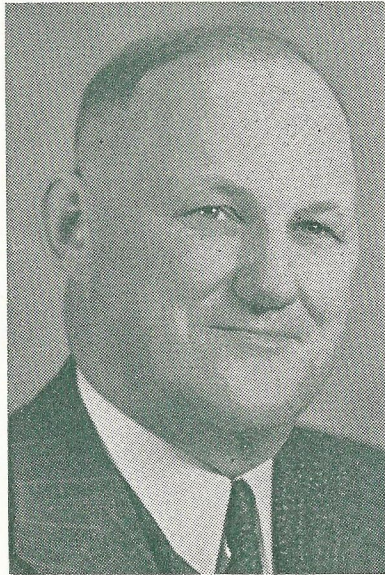
By DONALD BARKER, Ph.D.

ON the cover of this issue appears the portrait of one of America's most healthy babies, Master John Kent Barnard, son of William G. Barnard, Jr., and Ruth Pellett Barnard.

The father, William G. Barnard, Jr., is secretary and manager of the Natural Foods Institute of Cleveland, Ohio. The grandfathers of this young man are two noted gentlemen, on the mother's side Mr. Frank C. Pellett, associate editor of the American Bee Journal and noted bee authority of Hamilton, Ill. The grandfather on the father's side is Mr. W. G. Barnard, noted lecturer, author, and food specialist and founder of the Natural Foods Institute in Cleveland.

The father and mother of this healthy baby are 100 per cent vegetarians, having eaten no flesh food of any kind for over six years. They are the proud parents of two other very healthy children, Billy, Jr., now six years of age, and Virginia, now three.

John Kent was born May 7, 1940, and as Mrs. Barnard could not build up her milk supply sufficiently to satisfy the baby, soy milk fortified with honey was provided in the nursing



W. G. Barnard
Grandfather of the Soy Milk Baby

bottle at the beginning of the third week of his life. Such wonderful results were obtained that it was decided by the parents to make a "guinea pig" out of John Kent and at the end of six weeks he was obtaining his nour-

ishment exclusively from the soy milk, honey, with a small addition of carrot, orange and other vegetable and fruit juices. In this manner the baby received his full requirements of protein, fats, carbohydrates, minerals and vitamins. The result of this diet is a perfectly healthy baby.

Dr. Harry W. Miller, of Mt. Vernon, Ohio, who spent thirty-four years as a medical missionary in China and supervised the feeding of thousands of babies on both cow's milk and soy bean milk, found that the baby fed on soy milk invariably was the most healthy and thrived the best. It was he who recommended soy milk to the parents of John Kent and today they are 100 per cent boosters for soy milk for the feeding of babies as well as adults.

HENRY FORD once made the statement that the cow was destined to disappear both as a flesh and milk producer, and now with vegetable meat and milk factories springing up all over the United States making meat and milk from the soy bean it looks as if Mr. Ford's prophecy were coming true.

Some thirty babies are being fed on soy milk from the Natural Foods Institute in Cleveland at the present time, and very marked and successful results are reported in each instance. The milk comes in powdered form, made under a patented process fortified with malt extract and standardized to mother's milk instead of to cow's milk, keeping in mind that the baby of the cow matures in but a little over one year, while twenty years is required for the maturity of the human baby. Soy milk is soluble in either cold or warm water and four tablespoons of powder make one full quart of milk at the cost of about twelve to fifteen cents. There is no danger of tuberculosis, undulant fever, or milk bacteria and pasteurizing is unnecessary.

John Kent and his parents are to be congratulated upon the success of this experiment, and what they have accomplished may influence millions of others to use Natural Foods.

How to Relieve Indigestion

Many cases of indigestion can be eliminated by following these common sense suggestions:

- 1—Eat more slowly and chew your food more carefully.
- 2—Absolutely avoid fried foods, greasy cooking, pies, pastries, crust and all strong spices. Foods fried in oil become covered with a film which the digestive juices find difficult to penetrate. Spices and condiments irritate the lining of the digestive tract.
- 3—Stop washing down your food with any kind of liquid. While you are eating solid food, drink nothing whatsoever; this is especially true when you are eating starchy food for starches are largely digested by the saliva in the mouth and water by hurrying the food into the stomach interferes with the digestive process. Do your drinking at the beginning or at the end of the meal.
- 4—Between meals take nothing in your stomach except water or fruit juice. Many believe that if they eat frequently and take small meals they will recover. The truth of the matter is that the more frequently they eat the longer the indigestion will remain.
- 5—Drink some hot water and the juice of one lemon early in the morning. This relaxes the stomach, promotes the secretion of the juices for the breakfast and prepares the body for the day's activity.
- 6—Instead of nibbling on nine or ten different kinds of food in a meal, eat what you need of three or four different varieties. This will ease the burden of digestion.

THE HEART of the WHEAT

By S. SHERMAN

THE other day I was talking to a lady about wheat germ. Her little girl who was listening, suddenly asked, "Are those the little bugs that come in wheat, Mister?"

I realized then, perhaps more than ever before, that many folks, like that little girl, regard the term "germ" as a bug—something harmful. Since then, I always explain that wheat germ is the "heart" of the wheat—the part of the kernel which sprouts when wheat is planted.

In the days of our forefathers, when milling wheat meant merely grinding it between huge stones, this germ was left in the flour. Although this made the flour dark brown in color, it was very rich in nourishment. Bread made from such flour was truly the "staff of life." All the essential elements necessary to health which nature put in the wheat were retained.

With the advance of our so-called civilization and the need of storing flour for future use, it was found that leaving this germ in flour caused it to spoil quickly. The rich, natural oil in the germ became rancid. To overcome this quick spoilage, the millers removed this germ of the wheat. This greatly improved the appearance of flour. It made beautiful-looking bread and warehouses could store it for years. Commercially, the results were successful. From a standpoint of nourishment, however, the flour was ruined.

White flour became a ghost food. It is dead. It has lost its vitality. It is no longer the "staff of life". It will not properly nourish the body. For example, with the removal of the wheat germ, eleven-twelfths of the Vitamin B₁ in the wheat were thrown away as well as most of Vitamin G. Yet Vitamins B₁ and G are needed by the body to prevent nervous disorders, irritability, improper digestion and to aid countless normal body functions.



Youth and vitality are short-lived when our daily bread is robbed of its essential minerals and vitamins

The lack of Vitamin B₁ in the diet is probably the greatest single cause of the poorly nourished American people.

TODAY, millers are trying to put Vitamin B₁ back into their flour by using a synthetic Vitamin B₁ which, at best, is but one-third as effective as natural Vitamin B₁ found in the original wheat germ. Millers do not return to the flour, however, the precious oil of the germ, or Vitamin E, which helps nourish the glands. They do not return that part of the Vitamin B Complex family which aids the blood to clot, which helps prevent

infections and graying hair—nor have they restored many other characteristics of the wheat germ which prevents the occurrence of thousands of the ailments of civilization.

These deficiencies in your diet which have been caused by the removal of the wheat germ can be overcome. They should be overcome. Your health demands that you get the nourishment of the entire wheat germ. This cannot be gotten from synthetic Vitamin B₁ added to white flour.

Make wheat germ a part of your daily diet. But in buying wheat germ, be sure that you obtain a product in which the rich, natural oils have not been damaged or in which the Vitamins have not been injured through the application of artificial heat. Lately I have had the opportunity to experiment with a unique process which prevents this wheat germ from being harmed in the slightest degree in its preparation.

To your own health and the health of your family, you owe the taking of every precaution to ascertain that the wheat germ you use is as wholesome as it was before it was removed from the wheat kernel.

REGULARITY IN MEALS

Regularity in eating is very important. Throughout Nature all is rhythm and our physical beings are no exception; this rhythm should be maintained. If one eats at regular times the digestive juices are poured out automatically at the established hours; appetite and digestion are thereby favored. If, however, one eats irregularly one misses this advantage. Again, because appetite is likely to be dulled, there is a tendency to try to stimulate it by ice cream, soda, candy, pastry, and the like; all of these, you know, strain the system and certainly do not supply the vitamins and minerals which the body needs.

CORRECT EATING

By GAYELORD HAUSER

MORE people are dying today in the prime of life than ever before. Statistics that tend to show a lowered death rate during recent years, and consequently a longer average life span, are deceptive. We are saving more babies' lives than we were able to do in the past and this decreased infant mortality lowers the death rate for the whole population, even though the number of adult men and women going to early graves has increased.

At a congress of surgeons held in Philadelphia, Dr. Charles H. Mayo, of the famous Mayo Clinic, made the remark in one of his talks that people were no longer dying in droves from plagues and epidemic diseases, but as individuals who would brook no interference with a mode of living.

"There are too many 'drop-deads,'" said Dr. Mayo. He added: "I believe that a certain amount of instruction in health should be a part of our school and college system. The instruction in physiology given today in schools is so abstract that the student does not feel that it applies to his or her body or in fact to anybody's body. We must learn to take care of our health in early life. Pain, which is Nature's semaphor, often does not appear until disease is far advanced."

The first thing that we must learn is just what constitutes disease.

ONE of the standard books on pathology (Delafield and Pruden) states definitely in the introduction that disease is not an entity, a thing existing by itself, but that it is a process, a series of happenings, one growing out of the other. And yet diseases continue to be treated as though they were definite entities and direction is still, among the "old-guard" physicians, directed mainly toward the discovery of specific remedies and the treatment of symptoms. No wonder there are so many and such complicated names for illness—each symptom is considered a disease—an entity with a distinct cause of its own!

Take diarrhea, for example. This intestinal ailment is no more than a symptom of a disordered function. It is not necessary to go into a long de-



scription of this condition; everyone knows what it is. But very few realize that diarrhea is Nature's effort to cleanse the alimentary tract of irritating substances that have been taken into the body in food of one kind or another. A person may have eaten spoiled meat or fish or eggs or he may have eaten unripe fruit. The stomach sometimes tolerates such things and passes them on to the small intestine where they set up a decided irritation and cause inflammation of the lining membrane. In order to prevent the absorption of these irritating products into the blood, the intestinal membranes begin to secrete an excessive amount of mucus and watery material which is drawn from the blood; when this occurs, we say that we have diarrhea.

THE average person wants a condition like diarrhea checked. He doesn't want the inconvenience that is

entailed during Nature's process of cleansing the intestines. An old-fashioned method for stopping diarrhea was to swallow a mixture of flour and water. A pasty mess of this kind passed through the stomach to form a sort of "stopper" in the intestines and check the flow of mucus and watery material from the colon. But such an action actually thwarted Nature's efforts to cleanse the digestive tract. If the diarrhea was violent, then laudanum or another form of opium was added to the starch to bring about a partial paralysis of the intestine.

Today, of course, we do not consider this the right sort of treatment. It is quite generally recognized that while such a measure succeeds in relieving the diarrhetic person of the discomfort and inconvenience of "loose bowels," what it actually does is to bottle up the poisons and irritants in the intestines and makes it possible for them to be absorbed into the blood.

Today we want to seek and remove the cause. We are anxious to find the root of the evil and destroy it; pulling off a few leaves from the top of the plant will only cause others to come up in their place.

The basic cause we now know is incorrect food. Outside of accidents, there are few exceptions to this rule. That is why we stress the necessity for correct eating in almost all conditions—acute or chronic, serious or mild.

This should be a source of joy and hope for all of you. The idea that disease is an entity, something standing by itself, isolated, is a fallacy and a remnant of the Dark Ages. It is a relic of the time when man's mind was filled with superstitions, when disease was thought to be a visitation of evil spirits. It makes disease rather a haphazard matter instead of the definite process it really is. When we know that the cause for our rheumatism or tooth decay is not some "evil eye," but rather the fact that we have had a too-high acid diet or have been short on calcium and Vitamin C, we can do a great deal about overcoming disease and building health.

GOAT'S MILK

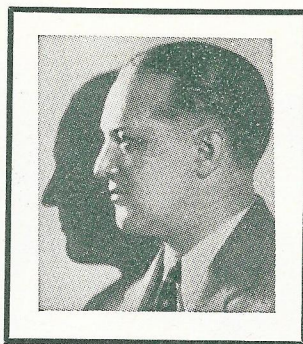
Goat's milk digests and is out of the stomach in approximately fifteen minutes; cow's milk, in about two hours.

The cream of goat's milk rises slower and is diffused more completely in the fluid. The curd of goat's milk is finer and more flocculent and more rapidly penetrates the digestive juices.

ORGANIC MINERALS

By VICTOR H. LINDLAHR

THE only source of minerals that the body can use is the fruits and vegetables. One cannot eat a ten penny nail and get iron out of it. It seems that Nature provides in plant life a medium by which mineral elements are made into forms that the body can use. A radish in your garden has the power of extracting iron, silica, and potassium out of the ground and making them into such a chemical preparation that the body can use. A cow will eat foods high in iron and in its milk provide iron that the body could use. This bridging of the difference between minerals and living tissue, or the changing of inorganic into organic chemicals, is accomplished by the plant world. Because doctors for a long time believed they could give a person silica, iron or manganese in raw mineral form and have a person assimilate it, the importance of the diet was



Victor H. Lindlahr

overlooked. Today, however, we know that one can't give copper to the body to overcome anemia and have a body use this copper. Copper has to be given in the form either of calves' liver or hogs' stomach. In other words it has to be changed into a form usable by the body.

The fruits and vegetables contain

liberal percentages of minerals. Starches, fats, protein foods don't. A woman who wants plenty of iron for blood and cells, plenty of lime for bones, must get these mineral elements in fruits and vegetables. To get enough of the mineral elements to keep the body in repair, about 60 per cent of what is assimilated in a day would have to be fruits and vegetables. The person who lives on 70 per cent protein foods like meat, and 30 per cent fruits and vegetables hasn't room enough in the digestive system to get enough food to supply the mineral element she needs. So it is a biological necessity for a person to balance her diet between proteins, starch, and mineral salt foods.

AGAIN, the mineral salt foods are the carriers of vitamins. So far vitamins A, B, C, D, E, F, G, have been recognized. Invariably the discovery of a vitamin is followed by the explanation that the source is fruits and vegetables. Meats contain but little vitamins and none of the very important ones. One of the most important vitamins is Vitamin D, the sole source of which is the sun. The other vitamins are found in fruits and vegetables. To get the daily vitamin quota, one must eat some fruits and vegetables and the percentage 60 per cent looms up as important. Last, but not least, the body needs something more than vitamins or mineral salts. I believe that most food abuse comes about through something which is not entirely under our control and that is this: *We lack in roughage, not because we don't eat food that contains roughage, but because the food which we do eat has had the roughage taken out of it.* To understand this point it is necessary for us to go into the anatomy of the digestive organs for a minute. The stomach, the small intestines and the large intestines are the major digestive organs. The food which we eat is changed by them into substances that the body can pick up. A sandwich is converted into certain nutritive substances that the blood can pick up and distribute around to the body. © Modern Living.

Dr. Parrish's Diet for Hay Fever

Six weeks or a month before the hay fever victim expects the first attack of the season, he should cleanse his blood of all poisons and irritating waste products by a strict *eliminating diet*—that is, one consisting almost entirely of fresh fruits and vegetables, with only a moderate amount of milk and whole-grain products, and no animal foods whatsoever. Protein foods—meats, eggs, fish and certain legumes—and excesses of carbohydrates—starches and sugars—manufacture the acid irritants that make the nasal membrane sensitive to pollens. Here is a sample day's menu in an *eliminating diet*:

Breakfast: One or two kinds of fresh fruit. Dish of cereal without sugar, or two slices of whole wheat toast. Tea, maté, or milk.

Lunch: Vegetable Soup. Fruit or Vegetable Salad. Glass of buttermilk.

Dinner: Fruit, or vegetable soup. Two cooked vegetables. Large, fresh vegetable salad. Glass of buttermilk. Two slices of whole wheat bread.

If hungry before retiring, eat fruit.

Be sure to include a great deal of bulky foods in your meals. Hay fever is in a real sense an emergency measure, a safety-valve employed by the body to let off "steam," through copious secretion of mucus in the membrane of the nose, in an effort to help eliminate excess poisons and wastes present in the system.

Be sure there is sufficient calcium, or lime, in the body. When there isn't, hay fever is usually aggravated. Milk, fresh leafy vegetables like cabbage, celery, spinach and lettuce, cheese, prunes and the citrus fruits all supply the system with large amounts of this mineral.

Be sure that you get enough sun. We must have sunshine vitamin D in the body in order to "fix" the calcium and make it available for the organism's needs.

AN EXPENSIVE LESSON

(Notes from a Practitioner's Day Book)

By MAX WARMBRAND, Ph.T.

THE middle-aged, ruddy-cheeked, heavy-set gentleman was patting his large-sized abdomen. "I am rather proud of it," he said with a self-satisfied grin.

In her irascible manner, his sister was remonstrating with him; "If you ever 'drop dead' it will be because of that big 'stomach' of yours. You better begin eating more carefully and reduce!"

Even though unwilling to admit it, he, nevertheless, realized that there might be some truth in what she said. It gradually dawned upon him that his occasional labored breathing, the fact that he tired easily, the difficulty with which he climbed stairs or walked uphill, his sense of lassitude, were all warnings not to be overlooked. Vaguely he began to suspect that something must be wrong with his heart or his circulation.

However, he was reluctant to change the tenor of his ways; he enjoyed his food too much and was in no mood to deny himself the many delicacies that added to his pleasures. Besides, hadn't he heard of people who weighed much more than he did and yet lived to a ripe old age? So he continued to disregard his sister's frequent pleadings, and continued to postpone the change that he felt would ultimately have to be made. Granting that she was right, why the urgency? He'd get around to it, before long! A few days more would make no difference!

A few weeks later, his sister, on the telephone, called frantically, "My brother . . . suffered a stroke . . . his right side paralyzed . . . speech completely lost . . . what can be done for him?"

Poor man—how soon her fears had materialized! Aware that his injudicious habits were harming him, observing how he was gradually going to seed, how often had she tried to interest him in taking better care of himself?

Now there was no time for leisured contemplation. It was no more a ques-



Max Warmbrand, Ph.T.

tion of "doing something" sometime in the future; of "doing something" when he got ready for it. The emergency was of the moment. If it were only not too late!

MILLING OF WHEAT

The kernel of wheat is made up of three rather distinct parts—the germ, the bran, and the endosperm. In our present type of milling the endosperm is used chiefly in the various grades of patent flour. The germ and bran go mostly for animal feed. About 70 per cent of the wheat kernel goes into flour designed for human consumption and 30 per cent into feed for the cows and chickens.

Wheat is a valuable foodstuff. It is concentrated in form. It gives about ten times as many calories as the same weight of vegetables or fruits and almost twice as many as lean meat. Most of the minerals known to be needed by man are present to a greater or less extent. Wheat is also an important source of some of the vitamins.

Cases of this kind are frequently very dangerous. The blood clot that forms within the blood vessel may affect a vital center of the brain and cause paralysis to vital parts.

THE first three weeks required constant vigil. Food during this period was restricted to fruit juices only. As improvement continued to manifest itself, simple natural foods became his regular fare, and the relish with which he took to these new foods made him realize that dieting was really not such an onerous task.

As time went on improvement became more and more marked. At first, slowly . . . later more rapidly. His first efforts to talk came rather haltingly—incoherently. Gradually he began formulating words more distinctly until finally there was a complete return of speech. Sensations of pain in his affected arm and leg were a welcome sign that life was returning to his paralyzed side.

With the continuance of good care and a careful regimen, improvement continued to become more pronounced. Return of power, better muscular control, a healthier circulation, indicated that a restoration to health was taking place.

The effects of the affliction have completely cleared up. The motility and use of the affected side has been completely restored. A great change has come over him. His complexion, formerly a ruddy hue, often mistaken for a sign of good health, has completely changed to a more natural color. His protruding abdomen has long disappeared. Living and eating intelligently and carefully has become his creed.

He realizes now how much better off he would have been had he heeded the urgings of his sister from the very beginning. At last, he has come to realize the value of simple care and simple living, but at what cost! And yet, how many are there who would act more wisely or are willing to learn in any but the hard way?

IMMUNITY FROM DISEASE

By ROBERT G. JACKSON, M.D.



Robert G. Jackson, M.D.

ARISTOTLE, "the teacher of the ages," said:—That man who observes and thinks for himself is wise, but he who sits long with the observations and the thoughts of others, scorning not the opinions of the obscure, yet observes and thinks none the less for himself, is the teacher of the ages."

Most men who have left their impress to any great extent upon the world have had this same respect for "the opinions of the obscure." They have likewise had none too great a respect for the opinions of the authorities. Had they been authority worshippers, they must have been thought-bound and they never could have been heard of.

And we medical men, or many of us, are so largely authority worshippers, such conventional thinkers, that we find it all but impossible to see that there is any other path than the conventional one.

I almost can hear the protests that are bound to arise in the medical minds scanning these remarks against the charge, and they present the ready acceptance of the Pasteurian theory of bacterial causation of disease as one proof that I am wrong. They present this, although that response was not so unanimous nor so ready as we are now inclined to suppose. Moreover, if it could be proved to have been instantaneously accepted, it would not prove the non-conventionality of the medical mind.

IN fact, to prove that the medical mind gave ready ear to the Pasteurian theory is to prove too much. This is for the reason that the medical mass mind always has viewed disease as something we "catch." And yet there never was any real comprehensive understanding as to what it was that we caught—that is, what was the *modus operandi* of the taking on of disease. The one thing we had been always

sure of since the days when to be diseased was to be possessed by a devil was that we caught it, or that it caught us. And when Pasteur came along and showed the association of bacteria with disease processes, how natural to accept his claim that bacteria were *the* cause of disease. We caught the germ and we got the disease. You see this idea fitted easily into our conventional thought and age-old belief that disease is due to an external cause.

I am not denying that bacteria have a part to play in disease manifestation, but I am quite sure that bacteria are rarely, if ever, the primary cause of disease. If they were we would surely always be diseased, since we are all continually in contact with these "causes of disease." Manifestly, if bacteria are *the* cause of disease, and we are constantly in contact with these

causes, yet are so rarely, as individuals, diseased, there must be generally present something stronger to prevent than these *causes* are to cause disease. And that thing cannot be external to the body. It must be a bodily condition or state. And it is a bodily state. Its name is *vital resistance*.

NOW nothing can be more evident than that if vital resistance can prevent the onset of disease, then it is the absence of vital resistance that is the *primary* cause of disease, and not bacteria at all. Let these micro-organisms play what part they otherwise may, the certainty is that they are not *the* cause of disease.

Then if devitalization, lowered vital resistance, is the *primary* cause of disease, which condition must of a certainty be present before bacteria can have any part in disease manifestation, to what does this point as the true vocation of the physician? Well, yes, to repair broken bodies, but surely that is not the highest ideal set before us. The highest ideal we can have is the acquisition of the knowledge how human bodies may be made so vital that they will *always* resist the onset of disease, then to put that knowledge into effect in our own bodies as a proof to the masses outside our ranks that by making use of our knowledge they, too, may be free from disease and premature death.

SHOULD YOU EAT AT BEDTIME?

Generally speaking, three meals a day are enough. When, because of exceptional circumstances, a person feels the need of a fourth meal, bedtime is the hour usually chosen. But nearly always the night luncheon does more harm than good.

Restlessness, sleeplessness, disagreeable dreams, etc., are more commonly traced to the night lunch than to any other one cause.

Muddy complexion, bad breath, abnormal thirst, constipation and a host of other common disorders may be caused by night lunch. If you have formed the habit, quit it, and see how much better you will feel. Your rest will be longer and more refreshing, you will have fewer dreams, and your appetite for breakfast will be much stronger.

If you find it difficult to stop the practice abruptly, taper off by using a glass of milk and crackers for a while, then the milk alone. Milk is a wholesome food, but even it is better let alone at bedtime, unless there is some special purpose in taking it.

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(Wonderful for Vita-Mix)	

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Zone 4 is 301 to 600 miles.	Zone 5 is 601 to 1,000 miles.
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Zone 8 is over 1,800 miles.	

WEIGHT	Zone 1 & 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
1 lb. 1 oz. to 2 lbs.	1 1/2c	1 1/2c	1 1/2c	1 1/2c	1 1/2c	1 1/2c	1 1/2c
2 lbs. 1 oz. to 3 lbs.	2 1/2c	2 1/2c	2 1/2c	2 1/2c	2 1/2c	2 1/2c	2 1/2c
3 lbs. 1 oz. to 4 lbs.	3 1/2c	3 1/2c	3 1/2c	3 1/2c	3 1/2c	3 1/2c	3 1/2c
4 lbs. 1 oz. to 5 lbs.	4 1/2c	4 1/2c	4 1/2c	4 1/2c	4 1/2c	4 1/2c	4 1/2c
5 lbs. 1 oz. to 6 lbs.	5 1/2c	5 1/2c	5 1/2c	5 1/2c	5 1/2c	5 1/2c	5 1/2c
6 lbs. 1 oz. to 7 lbs.	6 1/2c	6 1/2c	6 1/2c	6 1/2c	6 1/2c	6 1/2c	6 1/2c
7 lbs. 1 oz. to 8 lbs.	7 1/2c	7 1/2c	7 1/2c	7 1/2c	7 1/2c	7 1/2c	7 1/2c
8 lbs. 1 oz. to 9 lbs.	8 1/2c	8 1/2c	8 1/2c	8 1/2c	8 1/2c	8 1/2c	8 1/2c
9 lbs. 1 oz. to 10 lbs.	9 1/2c	9 1/2c	9 1/2c	9 1/2c	9 1/2c	9 1/2c	9 1/2c
10 lbs. 1 oz. to 11 lbs.	10 1/2c	10 1/2c	10 1/2c	10 1/2c	10 1/2c	10 1/2c	10 1/2c
11 lbs. 1 oz. to 12 lbs.	11 1/2c	11 1/2c	11 1/2c	11 1/2c	11 1/2c	11 1/2c	11 1/2c
12 lbs. 1 oz. to 13 lbs.	12 1/2c	12 1/2c	12 1/2c	12 1/2c	12 1/2c	12 1/2c	12 1/2c
13 lbs. 1 oz. to 14 lbs.	13 1/2c	13 1/2c	13 1/2c	13 1/2c	13 1/2c	13 1/2c	13 1/2c
14 lbs. 1 oz. to 15 lbs.	14 1/2c	14 1/2c	14 1/2c	14 1/2c	14 1/2c	14 1/2c	14 1/2c
15 pounds.....	15c	15c	15c	15c	15c	15c	15c
30 pounds.....	30c	30c	30c	30c	30c	30c	30c
50 pounds.....	50c	50c	50c	50c	50c	50c	50c

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N. F. I. Brand 100% Whole Grains lead "All Ways" (Demand the beautifully packaged, low priced N. F. I. Grains—they are guaranteed fresh).

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"100% Whole Rolled Oats" 3 lbs.	25c
"100% Whole Steel Cut Oats" 3 lbs.	25c
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"100% Soy Bean Grits" 3 lbs.	30c
"100% Soy Bean Meal" 3 lbs.	30c
"100% Natural Brown Rice" 3 lbs.	25c
"Wheat Germ" 1 lb.	25c
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"Flax Seed" 1 lb.	18c
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N. F. I. "Amorgrans"—3 lbs.	25c, 5 lbs. 40c, 100 lbs. \$6.50

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5 lb. can 65c
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It has never been the policy of N. F. I. to recommend harsh irritating cathartics, and no laxative except those whose only active quality is bulk and lubrication, except in very severe and extreme cases of intestinal trouble.

N. F. I. Leads in Natural Intestinal Aids!

"Karaya" (bulk and lubrication, no drugs) 8 oz.	50c
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"Lactose and Maltose" (for cleaning the intestinal flora) 1 lb.	75c
ALSO Complete Battle Creek Line "Psylla" (black) 1 lb. size 70c, 5 lb. \$3.25, (blonde) 1 lb. size 45c, 5 lb. \$2.00	
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"Fig and Bran" 2 pkg.	25c
"Krusty Bran" 2 for	25c
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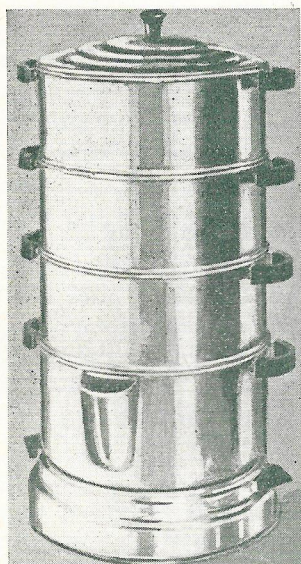
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Grape Juice

"Popular Tree" 20c pint, 35c quart, \$1.25 per gallon.

Also—"Monarch Dietetic", "Rosemary", and other brands—20c pint.

Look What 25c Buys!

2 (12½ oz. cans) "V8 Cocktail" (tomato, celery, carrot, parsley, lettuce, beet, spinach and water-cress).

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Celery, Carrot, Spinach, Parsley, or a combination of these vegetable juices at 20c per can.

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12 OZ. CAN

Regular Price 15c

Sale 2 for 25c

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"N. F. I. Staff of Life" health bread—1 lb. loaf—2 for—25c

"N. F. I. Soy Bean Whole Wheat Bread"—1 lb. loaf—15c

Koepflinger's "Health Bread"—12 oz. loaf—12c

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"Vita Mix" (145 watt motor) \$13.95

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"All Nature On Parade"—made from (whole wheat, whole rye, whole barley and whole millet) 100% natural, not destroyed by heat—ready to cook—

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"Early Meal"—something new-in-ready to eat cereals. Made of whole grains, dried fruits and nuts with raw sugar all 100% raw but ready to eat!

1 lb. only 35c

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"Whole Wheat Rusk" (12 disks) package 17c

ALSO—Many other grains and cereals listed under the heading of "Natural Whole Grains for Baking". Try all N. F. I. products first, they are better and cost less.

ALSO—Battle Creek Sanatorium Brand "Vita Wheat" (to be cooked) 20 oz. 25c

"Fig and Bran", "Krusty Bran", and "Zo", (ready to eat) 2 for 25c

"Fig and Bran Flakes" large 25c, "Lima Bean and Rice Flakes" 30c

Dr. Jackson's (to be cooked) Cereals "Meal"—2 lb. pkg. 50c,

"Bekus Puddy" (medium grind for children) 50c, "Lishus" (fine grind for colitis, ulcers, etc. sufferers where whole grain are wanted with less irritation)

1 lb. pkg. 50c

Loma Linda

"Ruskets" 12 oz. 15c

"Kris Bits" (ready to eat) 13 oz. pkg. 17c

"Soy Bean Fruit Wafers" 2 pkg. 25c

"Syl Dex" (to be cooked) 1 lb. 9 oz. 2 for 25c

Madison (Soy Bean Cereal)

"Wheat-Soy" (ready to eat) 9 oz. 2 for 25c

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"Bragg Meal" (to be cooked) 2 lbs. 60c

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N. F. I. ALWAYS LEADS!

"Lemon Made" mayonnaise (no vinegar) 8 oz. 25c, 16 oz. 36c, 32 oz. 65c.

"Natural Peanut Oil" pint 55c

"100% Soy Bean Oil" pint 25c, quart 45c

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"Cold Pressed Olive Oil" pint 65c

ALSO—Full line of Merit and other health salad dressings.

MINERAL SALTS Natural Seasoning

N. F. I. PRODUCTS LEAD

THEM ALL

"Natural Sea Salt" ¾ lb. 15c

"CZV Vegetized Salt" (contains alfalfa and carrot) ¾ lb. 15c

"Garlic Salt" 4 oz. shaker 10c

"Onion Salt" 4 oz. shaker 10c

"Celery Salt" 4 oz. shaker 10c

"Sage" 1 ½ oz. 10c

"Celery Seed" 1 ½ oz. 10c

"Sea Kelp" 6 oz. 50c

"Sea Dulse" 5 oz. 50c

ALSO

Alberty "Vegetized Salt" 8 oz. 35c

Alvita "Vegetable Salt" 16 oz. 50c

"Parkelp" (minerals from the sea) 3 oz. 50c and 7 oz. \$1.00

Battle Creek "Savita Sauce" 30c

Dr. Miller's "Soya Sauce" 25c

Dr. West's "Sea Tang" 2 oz. 50c and 5 oz. \$1.00

NATURAL UNCOOKED CLOVER

HONEY, 5 LBS. 50c

HEALTH CANDY

ANY SIX 5c BARS

Sale 25c

Natural Dainties

Health Candy Made with Raw Sugar or Honey

N. F. I. PRODUCTS ALWAYS LEAD!

N. F. I. "Pineapple Sesame" (bulk laxative candy) 5c

N. F. I. "Fancy Fruit Bar" 5c

N. F. I. "Honey Chew" bar 5c

N. F. I. "Apelet" bar 5c

N. F. I. "Complets" bar 5c

N. F. I. "Stuffed Dates" ½ lb. 15c

N. F. I. "Diabetic Candy" (no sugar—just sweet) pkg. 25c

ALSO

Honey Brook Health Candy Bars

"Graham Sandwich", "Crunch Lunch", "Banjo Bar", "Unsulphured Apricot", "Cashew Bar", "Chocolate Vitamin B1", "Creamy Fudge", "Snow Drift" and others—all 5c each.

ALSO—

Famous King's "Goat Milk Candy Bar" only 5c

ALSO—

Famous "Bragg Bar"—10c—and worth it.

And hundreds of other choice Natural Sweets.

"DRINKS"

For HEALTH

N. F. I. PRODUCTS ALWAYS LEAD!

N. F. I. "Dunk" Coffee Substitute 1 lb. 39c

N. F. I. "Peppa Tea" (imported peppermint) 100 cups 50c

N. F. I. "Alfa Tea" (100 cup size) 50c

N. F. I. "Clover Blossom Tea" (100 cup size) 50c

N. F. I. "Wild Strawberry Leaf Tea" (100 cup size) 50c

N. F. I. "Alfa-Peppa" Tea (100 cup size) 50c

N. F. I. "Malto Pep" (real food drink) 1 lb. 50c

ALSO OTHER FOOD DRINKS

"Cero Fig" Coffee Substitute 1 lb. 35c

Alberty Food for invalids, babies and body building. 1 lb. \$1.00

"Instant Alberty Food" \$1.25

Dr. Lindlar's "VBev" food drink 47c 97c and \$2.59 sizes

King's "Goat Milk" (dried) 6 oz. \$1.25

1 lb. \$3.00

"Goat Milk Drink" 6 oz. 39c, 18 oz. \$2.00, 3 lbs. \$3.95

Dr. West's "Soy Banana Drink" 6 ½ oz. 59c, 1 lb. \$1.00

Madison's "Soy Koff" 12 oz. 20c

Dr. Jackson's "Kofy Sub" 1 lb. 50c

Loma Linda's "Brakfast Cup" 12 oz. 30c

Famous "Hollywood Cup" 1 lb. 35c

Dietids "Joyana" 29c, 49c, 98c and \$2.98 sizes.

"Toasted Mate" (from Brazil) large 40c, small 25c

We offer these and hundreds of others—drinks to suit your taste and they are good for you!

50c PEPPA TEA

50c ALFA TEA

50c STRAWBERRY TEA

All for \$1.00

Nature Cure Recipes

Steamed Swiss Chard

1 large bunch Swiss chard. Wash and cut in 1 inch slices. Mince 1 small, red, sweet pepper. Combine with the Swiss chard, and season with $\frac{1}{4}$ teaspoon or less of basil, 1 teaspoon sweet butter, cover and add $\frac{1}{2}$ cup of boiling water. Steam for 10 minutes.

Raspberry Mold

- 2 cups lemon gelatin
- 2 cups fresh raspberries
- 2 cups whipped cream

Combine the cool gelatin with the raspberries. Pour into small molds and chill until firm. When ready to serve, unmold and place in large green lettuce cups. Garnish with whipped cream sweetened with honey and flavored with vanilla. Top with a few whole raspberries.

Summer Salad Dressing

- 1 cup minced watercress
- $\frac{1}{4}$ cup minced parsley
- $\frac{1}{4}$ cup minced scallions with the green tops
- 2 cups tomato juice
- $\frac{1}{2}$ cup sour cream
- $\frac{1}{2}$ teaspoon vegetable salt

Combine the watercress, parsley, scallions and salt. Mix lightly. Add the sour cream and tomato juice.

NOTE: Can be used on a half of a head of lettuce, spinach leaves, beet leaves, or Swiss chard.

Tomato and Pepper Cocktail

- 1 sweet green pepper
- 1 pound fresh tomatoes
- 2 green scallions with the green tops

Remove seeds and top from the green pepper, and cut in quarters. Cut the tomatoes in quarters, and put through the vegetable press with the pepper and scallions. Place the juice in the refrigerator and chill. Before serving, season with vegetable salt.

Stuffed Turnips

Select large size turnips. Cut in halves crosswise, and scoop out center. Boil the turnips and centers in a small amount of boiling water until tender. Dip each turnip shell in melted butter and lemon juice, then fill with cooked peas. Serve each shell surrounded with minced buttered greens.

Eggplant a la Successful Living

- 2 small eggplants (cut in half)
- 2 red sweet peppers (1 minced and 1 cut in thin strips)
- $\frac{1}{4}$ pound mushrooms (cut in slices)
- 2 cups cooked whole grain buckwheat (cold)
- 2 tablespoons butter
- 1 teaspoon vegetable salt
- Flavor with a bit of grated garlic and a few Rosemary seeds crumbled

Scrape out eggplant and leave a thin shell. In a covered iron skillet, simmer eggplant, minced pepper, and mushrooms, in oil for fifteen minutes. Stir occasionally. Then add the cooked buckwheat, butter, salt, garlic and Rosemary. Mix lightly and fill shells. Before placing in the pan, grease each shell lightly with a lump of butter, then place in a greased pan and bake for twenty minutes at 375 degrees F.

Before serving, garnish each filled shell with thin strips of pepper. For added attraction, surround each shell with cooked carrots or greens.

Lima Beans in Onion Nests

- 6 medium size onions
- $\frac{1}{2}$ pound fresh or dried lima beans
- 2 tablespoons minced parsley
- 2 tablespoons sweet butter

Steam onions until tender. Remove centers and mix with the cooked lima beans, parsley, butter and season with vegetable salt. Fill onion nests with this mixture and dot the top with a lump of butter. Place in a greased pan and bake for ten minutes at 400 degrees F.

Stuffed Red Peppers

- 3 sweet red peppers
- $\frac{1}{4}$ pound mushrooms, cut in small pieces
- 2 cups steamed brown rice
- $\frac{1}{2}$ cup sweet cream or pure evaporated milk
- 1 tablespoon minced parsley
- 2 tablespoons butter

Remove tops and seeds from the peppers and parboil for five minutes. Saute mushrooms in butter, add cream, parsley, rice and season with vegetable salt. Mix lightly and refill pepper shells with this mixture. Place in a greased pan and bake for twenty minutes at 375 degrees F.

Asparagus Salad

On a bed of finely cut romaine, place

eight asparagus tips. Serve with a dressing of lemon mayonnaise and horseradish. Garnish with ripe or sun dried olives and red sweet pepper rings.

Peach Salad

Three halves of peaches, fresh or canned. Fill cavities with cream cheese mixed with flaked nuts. Serve on a bed of curly head endive or place each half of peach in a lettuce cup. No dressing is necessary for this salad.

Pineapple Omelet

- 1 cup shredded fresh pineapple
- 2 level teaspoons of sweet butter
- 3 eggs

Combine pineapple with well beaten eggs and melted butter. Bake in an iron skillet (that has been greased) until brown. Serve with honey.

4th of July Salad

On a bed of finely shredded white turnips or white radishes, place a tomato cut in six sections to form petals. Arrange on a dark blue glass plate, allowing $1\frac{1}{2}$ inches of the rim to show. Serve with French dressing.

Full Meal Salad

- 2 cups cottage cheese
- 1 cup minced parsley
- 2 cups finely shredded radishes
- 2 cups finely shredded cucumber
- 2 cups sour cream
- 1 teaspoon vegetable salt

Combine cheese, parsley, radishes, cucumber and salt. Mix lightly. Serve on a bed of finely minced cabbage with sour cream for the dressing. This recipe will serve four.

Dandelion Salad

- $\frac{1}{2}$ pound young dandelion greens
- 1 bunch scallions with green tops, cut in small pieces
- 3 hard boiled eggs
- 3 tablespoons oil or melted butter
- Juice of 1 large lemon
- $\frac{1}{2}$ teaspoon vegetable salt
- Dash of garlic powder

Select young dandelions. Use roots and buds. Cut in small pieces, and combine with the scallions, eggs, oil, lemon juice, salt and garlic. Mix lightly. Serve on a bed of romaine and garnish with finely shredded carrots.

TAKE OFF UGLY FAT

Many
Lose 3 to 5 Pounds
A Week
Yet EAT Plenty

No Drugs—No Exercises

MEN and women all over the United States are reporting remarkable results in losing weight. Many tell of reducing 3 to 5 pounds a week—and more. These people are following the Plan of Dr. Edward Parrish, noted physician, former Health Officer, State of New York, Surgeon-in-Chief, Medical Staff, U. S. Army, Editor, Lecturer.

Dr. Parrish's Reducing Plan makes reducing a pleasure. A pleasure because it allows you to *eat plenty*, requires no exercises. Absolutely safe too, because it calls for no reducing drugs, no loss of vitality.

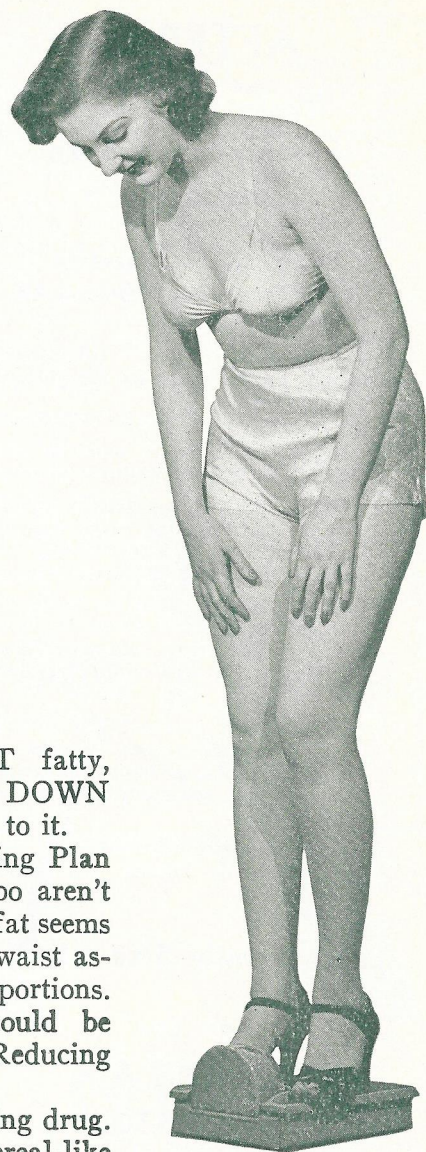
Here is Dr. Parrish's Plan: For lunch take 2 teaspoonfuls of Cal-Par in any fruit juice or other favorite beverage. Nothing else, except a cup of coffee if desired. For dinner and breakfast EAT AS YOU USUALLY

DO. DON'T CUT OUT fatty, starchy foods, merely CUT DOWN on them. That's all there is to it.

Try Dr. Parrish's Reducing Plan for one week. See if you too aren't delighted with the way ugly fat seems to melt away as hips, bust, waist assume more fashionable proportions. Most overweight cases should be helped by Dr. Parrish's Reducing Plan. Try it today.

CAL-PAR is not a reducing drug. Cal-Par is a delicious, cereal-like special purpose food supplying iron, phosphorus, calcium, Vitamin D, also additional quantities of other essential Vitamins so often lacking in sufficient amounts by those reducing. It is this lack that often causes loss of vitality.

Cal-Par comes in plain or chocolate flavor.



CAL PAR
Comes in two
sizes

7 oz. 65c

16 oz. \$1.25

Sold under money-back guarantee.

CAL-PAR IS SOLD AT OUR STORE

Ask for a FREE Copy of

DR. PARRISH'S 7 DAY REDUCING PLAN

That gives menus for 7 full days telling exactly the meals that you should eat if you desire to reduce quickly and sensibly. This is a 48-page booklet full of valuable information that every health-minded person should have.

ASK FOR THIS FREE BOOKLET AT OUR STORE

AFTER 30 Your Digestive System is apt to slow-down

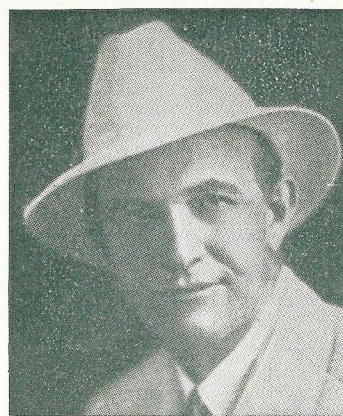
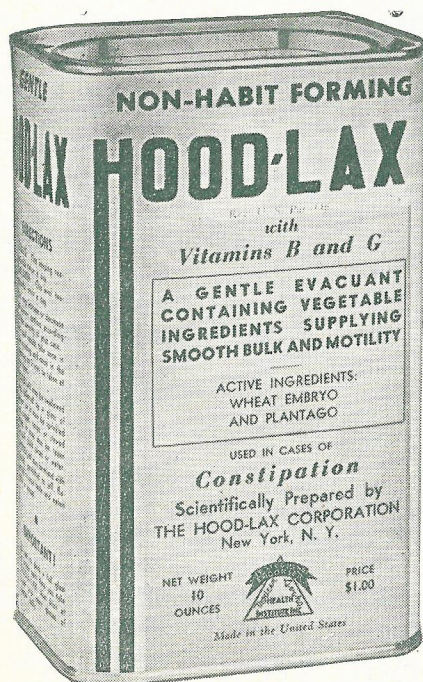
Bring YOUR Digestion
Up-To-Date with HOOD-LAX

HOOD-LAX helps YOU to combat
intestinal sluggishness in the follow-
ing ways:

1. HOOD-LAX helps tone up and strengthen your intestinal muscles.
2. HOOD-LAX helps relieve constipation distress in a more natural, sensible manner by providing increased bulk and motility.
3. HOOD-LAX contains no dangerous drugs whatever, and no harsh chemicals or purgatives. Its active vegetable ingredients are listed plainly on the label.
4. HOOD-LAX does NOT give sudden and drastic action. Its effect is mild and gentle, giving you superior, more lasting, and more healthful results.
5. Your money refunded unless HOOD-LAX pleases you completely.

Large Family Size \$1.00

Ask For
HOOD-LAX
AT OUR STORE



The Structure of Personality

By the "Voice of Experience"

THE relation between health and personality is obvious. Did you ever have a severe attack of indigestion? Didn't the world suddenly turn dark and dismal for you? The things which you've known and liked always, annoyed you. You were irritable and grouchy at home and at the office.

Is it any wonder that people who suffer with some chronic illness, constipation or bad teeth, are under a terrific personality handicap. They are termed as "grouches" and "sour faces"—but their trouble is not in their mind but in their body. Eat a well balanced diet; exercise intelligently; have fresh air and sunshine—and see what a difference it makes not only in your well-being but in your outlook on life. The lenses become much rosier when you feel fit!

Health is important. It keeps the body working properly. It keeps the ductless glands working—and you know how important these little masses of tissue are to our personalities; the pituitary gland, for instance, is not much larger than a pea yet from its place near the base of the skull, it decides whether we will be giants, dwarfs, or normal human beings and upon its secretion depends much of the distinction between fool and genius. Yes, health must always be considered in personality building—the positive, radiant health which comes from correct eating and correct living.

To avoid worry, a man does not need to live in a fool's paradise. He merely needs straight thinking.

GARDENS

Grow Like Magic
When Fed With

GRO-PLANT

A highly concentrated, complete plant food. Also contains Vitamin B1. It quickly transforms backward vegetation into luxuriant growth

FEEDING with GRO-PLANT gives amazing results with house plants, garden flowers, lawns, shrubs, berry bushes, fruit trees and vegetable crops.

GRO-PLANT will make a sickly garden, planted in poor soil, WAKE UP and LIVE! GRO-PLANT will produce GIANT flowers, fruits and vegetables, whether you plant them in a sand pile, in a chemical tank without soil, or in ordinary garden soil.

GRO-PLANT makes gardens bloom luxuriantly because it supplies the right kind of plant food in the right proportions.

GRO-PLANT supplies all eleven essential plant food elements—not hit-or-miss as Nature does, but scientifically. In addition, it supplies Vitamin B1, that agricultural scientists are raving about because it stimulates root growth and enables plant life to absorb more plant food, thus producing luxuriant leaves, foliage, flowers and fruit.

WARNING! But don't confuse GRO-PLANT with products that merely supply a preparation of Vitamin B1. Because B1 is not a plant food it does not take the place of a plant food—it supplies no nourishment—it merely stimulates root growth. Using Vitamin B1, without plant food, is like trying to live on cocktails, without eating. And using a plant food that does not contain Vitamin B1 is like driving an automobile that has no self-starter. When you use GRO-PLANT you get both a QUICK START and SUSTAINED GROWTH.

GRO-PLANT comes in powdered form. You dissolve it in water and sprinkle it on your plants, lawn, vegetables and flowers. Or you use it in a chemical tank, without soil, if you wish. Complete instructions on package. The cost is only \$1.00 for enough to make 100 gallons.

So get a can of GRO-PLANT and start a garden that will be the envy of your neighbors and the SHOW PLACE of your community.

PRICE \$1.00

ON SALE AT OUR STORE
ASK FOR IT TODAY

Cool Cookery For Hot Weather

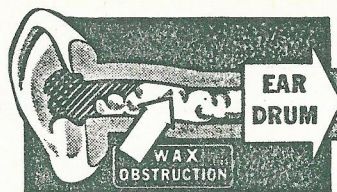
LET'S keep cool by eating and drinking foods that are not only refreshing to the entire system but will keep our body temperature normal. These exciting drinks and foods will be easily digested and will give you quick energy when you get that "all-exhausted" feeling from the heat. If ever there is a time when cooling foods are welcome, surely these hot days in July demand them for our comfort and well-being.

Drinking is one of the simplest and quickest ways to refresh ourselves. In your efforts to keep cool, you are apt to be too hasty and indulge in the so-called fruit drinks, syrupy orangeades, ice cream sodas, and Sundaes that are the temptation of everyone during hot days. These fruit drinks and ice creams, usually taken in a hurry, are too cold and contain too much heat producing sugar. They chill the stomach and retard digestion. The popular Sundaes served with the rich chocolate or fruit syrups only act temporarily to relieve our thirst and cool our bodies. The result is that these quick drinks and ice creams only furnish the body with more heat producing elements.

Why not give the fruits and vegetables "a la Mother Nature" a boost? Cut down on these so-called "quick cooling" foods and substitute home-made fruit juices, nutritional cocktails, well-balanced tasty salads and refrigerated desserts. If you will reduce your intake of meats, fish, eggs, breads, puddings, pies, cakes, ice creams and sodas, you will help pave the way to enjoy the simpler foods of nature.

I recommend home-made refrigerator desserts at this time of the year. Prepare your entire menu around them. They are both satisfying and cooling. Ignore the so-called "heavy" foods that "stick to the ribs." Give your digestive organs—particularly your liver and kidneys—an opportunity to rest. Eat more natural foods. Vegetables and fruits are just loaded with vitamins and minerals. And these are in a form that are readily absorbed by the blood.

Why
You
May
Be



HARD OF HEARING

The picture tells why thousands are **HARD OF HEARING**, annoyed by **BUZZING, RINGING, HISSING HEAD NOISES, CLOGGED UP FEELING IN EARS, DIZZINESS.**

Hard, impacted wax plugging up ear

\$1.00 A BOTTLE AT OUR STORE

canals, and pressing on sensitive ear drums keeps out sound waves, makes your hearing bad.

To remove the wax obstruction that interferes with normal hearing and may cause severe irritation use Orotune Ear Drops as directed. They contain a special ingredient recommended for this purpose by United States Public Health Service.

Mrs. Anna Cowley, San Antonio, Texas, writes, "Orotune is the best medicine I ever found for my hearing."

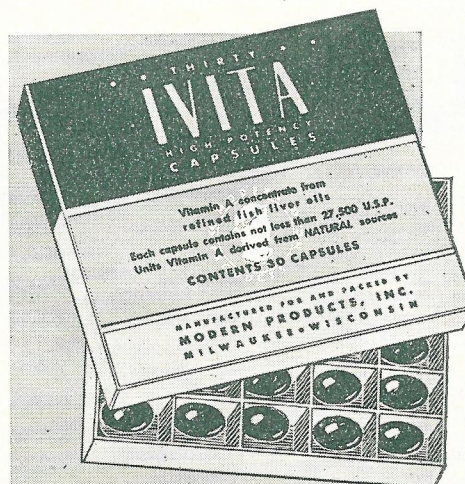
Get safe Orotune at Our Store—you'll be amazed how clearly and distinctly you HEAR again, when wax obstruction is removed.

IT'S IMPORTANT
to keep up the bodily reserves
of . . .

VITAMIN

When the body reserves of Vitamin A become exhausted, night blindness and lowered resistance to infections occur. Normal growth is also interfered with.

For the Maximum Benefits of this Important Vitamin an Abundant Body Reserve should be Maintained.



**EFFECTIVE...
TASTELESS...
CONVENIENT...
ECONOMICAL**

THIRTY IVITA HIGH-POTENCY CAPSULES

\$1.95

IVITA
[EYE-VITA]

VITAMIN A
High Potency CAPSULES

are an Exceedingly Rich
Source of this Important Vitamin

VITAMIN A REQUIREMENTS

When the body reserves of vitamin A are exhausted and there is a deficiency of this vitamin in the daily diet, the resistance of the body to infections in general is lowered. Colds, influenza and other infections are more liable to take hold. Taking Vitamin A after the infection has set in is like locking the stable after the horse is gone. The function of vitamin A is that of maintaining the resistance at a high point, not to cure infections. The value of essential food elements lies largely in the robust health they help promote. No one should neglect their vitamin requirements and everyone should strive to obtain an abundant supply, not mere maintenance amounts.

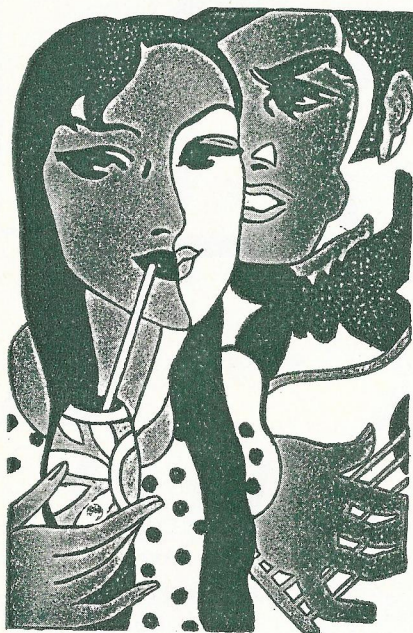
The minimum amount of vitamin A, needed daily for mere maintenance requirements, has been set by authoritative sources at 4,000 U. S. P. Units. This amount is not considered sufficient to convey the maximum benefits of this vitamin. Each IVITA High Potency Capsule contains 27,500 U. S. P. units, or very nearly seven times the amount required for minimum maintenance. Thus, one IVITA Capsule daily definitely aids in restoring the Vitamin A reserves of the body. For ordinary dietary supplementation they may be taken at less frequent intervals, as required.

ON SALE AT OUR HEALTH FOOD STORE

A New
Taste Thrill
Awaits You!

DRINK
**MATE
DEL
MORRO**

AN EXCELLENT
COFFEE SUBSTITUTE



Look for this picture on box. It guarantees you genuine Maté Del Morro.

Add sparkle and zest to your summer living! Serve MATE DEL MORRO to your family today!

MATE DEL MORRO, made from the finest mate leaves in South America, is appetizingly delicious, served either hot or cold. It tempts your palate and helps pep you up on these hot summer days.

In MATE DEL MORRO you gain the most healthful benefits of choice, carefully selected leaves . . . the cream of the richest maté crops. Drink MATE DEL MORRO, a beverage as pure and as stimulating as modern science can make it. When YOU feel tired, nervous, depressed . . . remember MATE DEL MORRO!

WARNING!

AVOID SUBSTITUTES. Insist on Original MATE DEL MORRO! Look for above picture on every package.

**1 lb. net \$1.00
AT OUR STORE**

Nature Cure Menus

Sunday

1 HOUR BEFORE BREAKFAST—Tomato juice.

BREAKFAST—Wheat cereal with honey and butter. Fresh figs. Buttermilk or Maté.

DINNER—Celery cocktail. Dandelion salad. "Full Meal" moulded salad. Cauliflower with spinach and mushrooms. Strawberry Mousse.

SUPPER—Green and red soup. Pineapple omelet. Prune whip.

Monday

1 HOUR BEFORE BREAKFAST—4 ounces berry juice with 4 ounces water.

BREAKFAST—Dried whole-wheat cereal. Sliced bananas and cream. Buttermilk.

LUNCH—Vegetable cocktail. Full meal salad. Steamed Swiss chard.

DINNER—Tomato and pepper cocktail or green and red soup. Watercress, shredded cucumber and tomatoes. Stuffed turnips. Steamed okra. Pineapple. Coffee substitute or Maté.

Tuesday

1 HOUR BEFORE BREAKFAST—Juice of ½ lime in one glass of hot or cold water.

BREAKFAST—Parsley omelet. Peaches and cream.

LUNCH—Raw tomato soup, flavored with minced parsley. Cottage cheese, watercress and radish roses. Berries.

DINNER—Vegetable cocktail. Asparagus salad. Mushroom Aspic. One green leafy vegetable. Peach salad.

Wednesday

1 HOUR BEFORE BREAKFAST—6 ounces pineapple juice; dilute with water if desired.

BREAKFAST—Poached egg yolks on whole wheat toast. ¼ head of lettuce. Coffee substitute or Maté.

LUNCH—Vegetable cocktail. Shredded cabbage, carrots, and cucumber with sour cream dressing flavored with Roquefort cheese. Corn on cob. Buttermilk.

DINNER—Tomato and sauerkraut cocktail. 4th of July salad. Egg plant a la Successful Living. String beans. Frozen fruit dessert.

Thursday

1 HOUR BEFORE BREAKFAST—Fresh grape juice, 6 ounces.

BREAKFAST—Melon, as much as desired, or dried flaked whole wheat cereal with berries and cream. Coffee substitute or Maté.

LUNCH—Vegetable cocktail. Frozen cheese salad. Fruit in season.

DINNER—Tomato cocktail or cold vegetable soup. ½ head of lettuce with summer salad dressing (see recipe in this issue). Stuffed red peppers. Jerusalem artichokes. One green leafy vegetable. Raspberry mold.

Friday

1 HOUR BEFORE BREAKFAST—8 ounces tomato juice, flavored with lemon juice.

BREAKFAST—Melon, as much as desired, or a large bowl of berries with flaked nuts and honey. Coffee substitute or Maté.

LUNCH—Vitamin cocktail. Watercress and tomato sandwich on whole wheat bread. Lettuce and radishes. Fresh figs.

DINNER—Sauerkraut cocktail. Shredded cucumbers and tomato on lettuce or escarole. Quickly cooked green cabbage. Yellow wax beans. Pineapple parfait.

Saturday

1 HOUR BEFORE BREAKFAST—4 ounces berry juice with 4 ounces water, hot or cold.

BREAKFAST—Large portion of fresh sliced peaches and flaked nuts, with honey, as much as desired, or dry whole wheat cereal with fresh figs and cream. Coffee substitute or Maté.

LUNCH—Fruit cocktail. Cream cheese rolled in lettuce leaves. Stuffed turnips.

DINNER—Vegetable cocktail. Lettuce, shredded cucumber, and radishes with sour cream dressing. Corn on cob. Fresh lima beans in onion nests. One green leafy vegetable. Home-made ice cream.

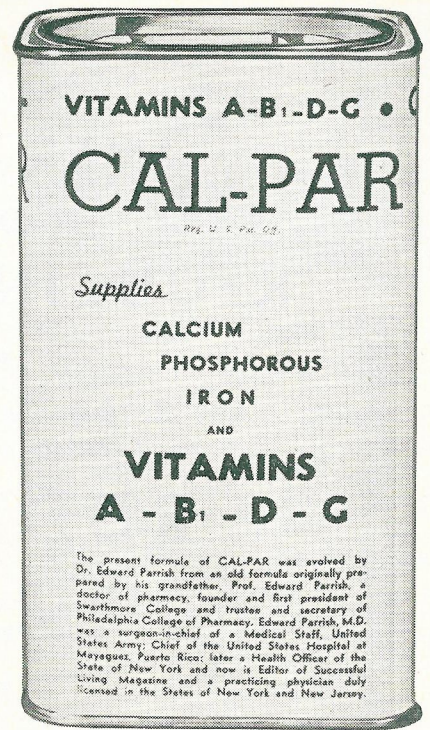
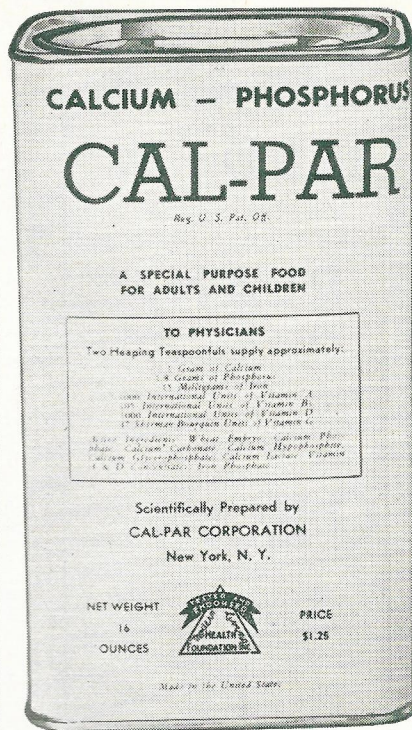
IRON TONICS

FOR centuries the use of iron as a medicine to strengthen weak bodies has held a firm grip on the imagination of the layman. It seemed logical that a metal of such strength, when taken internally, would make one strong. The official iron preparations—those which are recognized by the medical profession—are too numerous to mention here. I doubt if the average physician can name them offhand. Important among them, however, are "iron tonics" which are iron usually mixed with other minerals, such as manganese or arsenic, and placed into alcoholic solutions.

The harm done to the body by the so-called "iron tonics" is almost beyond belief. Chief among the sufferers are the hard-working kidneys, whose duty it is to help eliminate poisons from the system. In cases where excessive iron has been taken, a metal coating has been found to form on the surface of the kidneys, thereby preventing them from accomplishing their required duties. The bladder is irritated and involuntary urination may result. The poisons, unable to leave the system by natural means, may break out through the skin, forming painful red eruptions. Pounding headaches, rush of blood to the face and ringing in the ears are other symptoms attributed to metallic kidneys.

THE digestive system of many a man and woman has been ruined by the foolish use of these iron tonics. Constipation accompanied with pains in the stomach, furry tongue and loss of appetite are results too well known to need elaboration here. Discoloration of the teeth is another common effect of liquids containing iron compounds.

In most cases, death, when caused by overuse of iron medicines, is brought about by the action of the metal in congesting the lungs so much that they are unable to perform their natural function of supplying the blood with oxygen. The lungs separate the oxygen from the air we breathe and deposit it in the red blood corpuscles which, in turn, transport it through the entire system. Any interference with the action of the lungs is fatal.



WHAT IS CAL-PAR?



**CAL-PAR IS A SPECIAL-PURPOSE FOOD!
CAL-PAR SUPPLIES CALCIUM,
PHOSPHORUS, IRON and VITAMIN D**

**Lack of these elements may often produce
NERVOUSNESS, SLEEPLESSNESS,
TOOTH DECAY, ETC.**

Protect Yourself! Use CAL-PAR daily!

Just two teaspoonfuls of CAL-PAR daily will supply you with the average person's daily requirements of calcium, phosphorus, iron and Vitamin D. These requirements have been scientifically determined.

CAL-PAR also gives you additional amounts of Vitamin A and the natural Vitamin B Complex, including Vitamins B1 and G. All the ingredients in CAL-PAR are listed plainly on every package.

Remember! CAL-PAR costs only about three cents a day to use! The health-sealed can of CAL-PAR lasts quite a long time because the average person requires only two teaspoonfuls of CAL-PAR daily.

CAL-PAR is a dry, cereal-like powder that you'll enjoy, mixed in milk, fruit juice, or any other beverage. There are two kinds of CAL-PAR—plain and chocolate flavor. Children love chocolate CAL-PAR.

16-oz. can (month's supply)

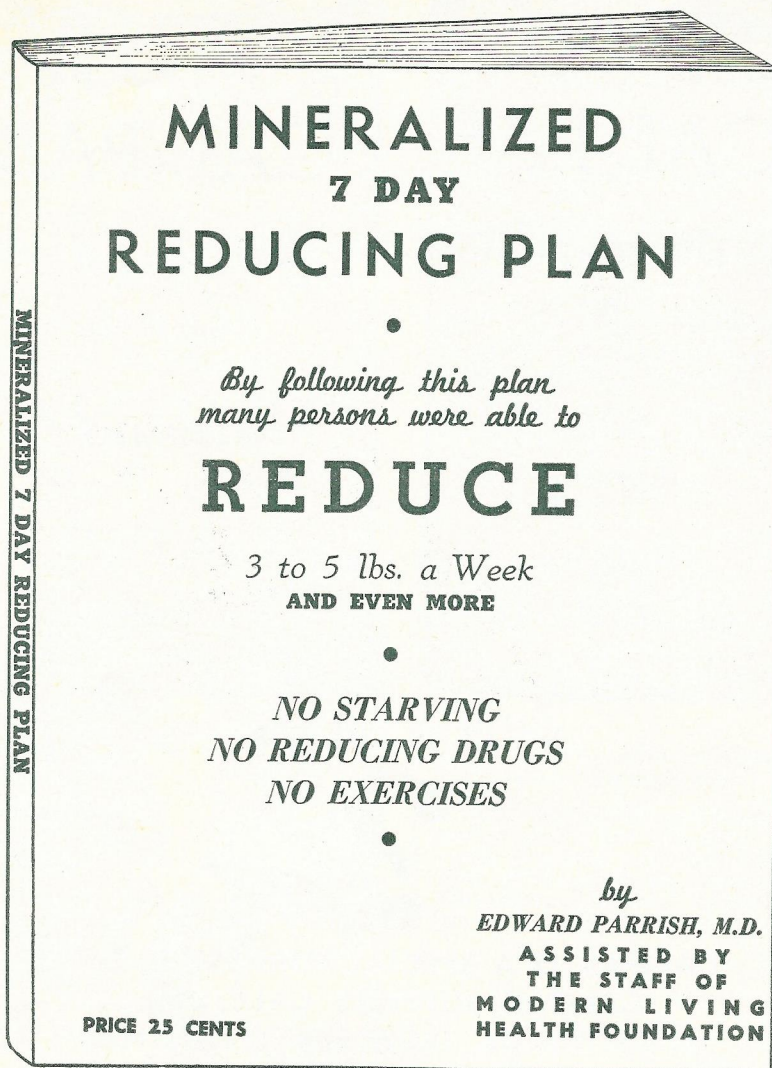
\$1.25

Ask for
CAL-PAR
by name
AT OUR STORE

CAL-PAR

is the formula of
EDWARD PARRISH, M.D.
and is fully endorsed by the
"VOICE OF HEALTH"

every Monday, Wednesday and Friday
morning on these Radio Stations:
WIP—Phila., Pa.—610 K.C.—9:00 A.M.
WMCA—N.Y.-N.J.—570 K.C.—8:45 A.M.
WINX—Wash., D.C.—1340 K.C.—9:45 A.M.
KMPC—Los Angeles—710 K.C.—8:15 A.M.



TAKE OFF UGLY FAT—Many Lose 3 to 5 Pounds a Week and Even More

A sane, simple method of reducing—without starving, without exercise, without reducing drugs, without lowering vitality, without any unpleasant self-denial or unnecessary privations

EDWARD PARRISH, M.D., assisted by the Research Staff of MODERN LIVING HEALTH FOUNDATION, has perfected the MINERALIZED 7-DAY REDUCING PLAN.

Beginning with the summer of 1939 Dr. Parrish conducted REDUCING CLASSES ON THE AIR. It is estimated that his broadcasts reached an audience of over ONE MILLION PERSONS. Thousands of these people joined these reducing classes and followed these reducing diets, and we have received a great many glowing letters of appreciation telling the TRUE STORIES of men and women who have reduced by following the reducing diet now presented for

your guidance in the MINERALIZED 7-DAY REDUCING PLAN, that consists of 59 mimeographed pages, size 8½x11 inches, bound in stiff printed covers.

Balanced menus are given that you can start using at once. They contain most of the good foods you have always eaten and enjoyed—but the quantity of some foods is cut down, the quantity of other foods is increased, and all foods are combined correctly so as to supply a balanced ration that should reduce weight without lowering vitality.

OUR 30-DAY GUARANTEE

When you buy a copy of the MINERALIZED 7-DAY REDUCING PLAN you do so with our guarantee that you may use it for 30 days at our risk and then if you are not fully satisfied with results for any reason, you may return it to us and your 25c will be refunded immediately.

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Save Those Vitamins

*Don't Pour Vegetable
Water Down Drain*

NOW that summer once more brings with it meals that are red and yellow and green with fruits and vegetables, the question of cooking so as to prevent the loss of vitamins again assumes major importance.

According to the Bureau of Home Economics, United States Department of Agriculture, this loss of vitamins during cooking takes place in several ways. They may be destroyed by heat and oxidation or they may dissolve out in the cooking water which is later discarded. The exact extent of these losses depends upon the length of time of cooking, upon the presence of air, upon the amount of water used, and upon the solubilities of the vitamins concerned.

Vitamin A is only slightly soluble in water and is not readily affected at ordinary temperatures of boiling or baking. It takes place, however, at higher temperatures, such as those that obtain in frying. It is also destroyed when heated in the presence of oxygen.

Vitamins B, C, and G are readily soluble in water. Vitamin C is easily destroyed by heat and oxidation. Vitamin B is destroyed by long-continued heating but undergoes little destruction when heated at the boiling point of water for as long as an hour. Both Vitamin B and Vitamin C are more rapidly destroyed in an alkaline medium than in an acid medium.

Vitamins D, G and E are fairly stable to heat and are not destroyed at ordinary cooking temperatures.

In general, the destruction of vitamins is less when foods are heated at high temperatures for short periods, than when they are heated at low temperatures for long periods. There is also loss when a small quantity of water or no water at all is used. For this reason it is recommended that foods be cooked as short a time and in as little water as is practical. If any cooking water is left, it should be used for gravies or soups. Steaming is one of the preferred methods for cooking as the time required is short and the amount of water used is small.

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Health From A Book

By A. DAVIS

FOR a number of years I lived close to the heart of a Pennsylvania city and often took walks through town. It was on one of these walking tours that I stopped to look into the window of a small shop.

"Is there anything I can show you?"

"I'm not sure—," just then my eyes caught a shelf of books and I bought a few of the books, including one by two doctors. Speaking of finding friends in books, I don't think it has ever been more real or true than in this case.

From its contents I learned more than I ever dreamed could be possible of human structure. What really interested me most was the way the authors explained things and what air, habits, exercise, eating, etc., really can do. To tell the truth I never before gave much thought to the importance of such things.

THEN one day after the regular routine of work, I came home to my room feeling very sick. I felt run-down, nervous, with loss of appetite. To top that, my neighbors across the hall decided to stay up until three-thirty in the morning and every time I started to doze into sleep I was awakened by their noise.

Finding it useless to sleep, I got up and I thought of the health book.

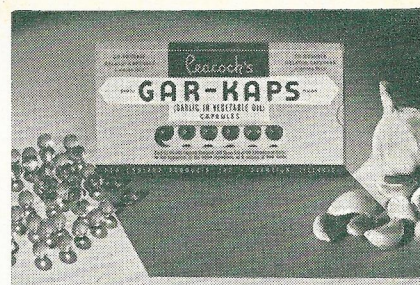
There it was, the book on the table. I found myself going through its pages, going over those things about air, rest, and eating, etc.

Early the next day I boarded a street car running out of the city into the open country. At the end of the line I got off. Then following a road that pleased my fancy, I started to walk into the open, taking long and deep breaths of air.

Once back in the room I found that I was tired. I fell asleep and slept soundly for about eight hours.

I awoke about seven that evening, and my stomach was touching a familiar note. Did I feel good after that meal? I'll say, and it all came about because of Two Doctors In A Book.

Since then my life has been based on Nature's laws of self-help to real health.



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Odorless — Tasteless Garlic!**

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"Gar-Kaps" have a tendency to temporarily reduce certain cases of high blood pressure (hypertension) due to the constriction of blood vessels.

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"Gar-Kaps" help increase the flow of gastric juices, tend to relieve flatulence and render mild stimulating action on intestines but are not laxative in effect.

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How To Check Perspiration

By RUTH EATON

AT first glance, it would seem that with all the astringents and expensive preparations on the market there would be no problem at all to the problem of perspiration. But, as a matter of fact, there is—a truly serious one.

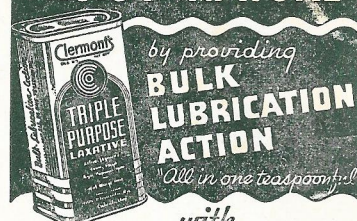
To begin with, perspiration or sweat is a secretion of the sweat glands. These glands, of which it has been estimated there are some two millions, are found in almost every part of the cutaneous surface of the body, that is, the skin which covers flesh and bones. They are particularly abundant in the palms of the hands and the soles of the feet. Although the average amount of sweat given off by these two million glands in a twenty-four hour period varies from seven to nine hundred grams, under certain conditions this amount is doubled. The conditions which can so effect the sweat glands are atmosphere, as regards temperature, and moisture, exercise and emotions.

Under normal conditions the composition of sweat is simple. The main ingredient is water, with a small amount of salt (sodium chloride), a trace of uric acid and a few alkaline sulphates and phosphates.

The uric acid, is, of course, a waste product of the body, formed in a process of cell renewal, metabolism. The sweat glands which get rid of this acid are therefore helping the kidneys in the elimination of body wastes. In addition to throwing off uric acid, science finds that when there is considerable sweating, the skin helps the lungs in the breathing process by giving off a small amount of carbon-dioxide.

A hot shower bath, followed immediately by a rinsing with cold water, and then a really vigorous towel rub until the skin is a glowing pink, will help a great deal to normalize the activity of the whole surface of the skin and to overcome excessive functioning of the sweat glands in certain parts.

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New 9 Day No Risk Test Has Shown Thousands of Tired-Out Rundown Folks Quick Way to Win Back Strength, New Energy and Buoyant Health

If you are sickly, pale, listless, always tired-out—always complaining, never feeling really well, as the result of a feeble impoverished blood stream, here's an opportunity by which, without risking a single penny, you can make the test which has shown thousands of rundown, tired-out folks the way to glorious new health, husky strength and vigorous energy. Your blood stream, as you know, is one of the most important organs of your body. It conveys nourishment, repair material and all the elements that make for strength and energy to every cell in your body. It brings life-giving oxygen to tissues, carries away waste and refuse, and contains chemical substances vitally essential to every organ, cell, gland, nerve, bone and tissue in your body.

Thousands Startled to Learn of Serious Unsuspected Blood Weaknesses

Obviously, if your blood is weak, pale, thin and watery, if it fails to contain the nourishment necessary to keep you well, watch out. There's trouble ahead. Nature's early signals of

poor blood may be indigestion, constipation, poor complexion, frequent headaches, frequent colds, dizziness, lack of appetite, tired feeling, loss of strength. Don't pass it off as just a run-down condition. It may be that this condition is due to your body's demand for better blood—nourishing blood, instead of blood starved of minerals, vitamins, and the glandular hormones, digestive enzymes, oxidizers, and the mysterious animal and vegetable blood builders so vitally needed. If that's what's wrong with you, the simplest, newest and most truly scientific method of combating this condition is the new food adjuvant known as BONCQUET TABLETS.

Boncquet Tablets Truly Scientific Blood Builder

Devised by an eminent scientist, Dr. Pierre Auguste Boncquet, B. A., Ph. D., famous bio-chemist and lecturer, formerly at the University of Southern California, Boncquet Tablets are guaranteed to contain, in effective therapeutic amounts, the active principle of raw liver, vegetable iron, Vitamins B and G, and essential minerals in their true organic colloidal forms—easily assimilated. Boncquet Tablets also contain digestive enzymes, oxidizers, glandular hormones, and vegetable and animal hemopoietin, and are rich in the milk minerals, such as calcium and phosphorus, so necessary to rugged, sturdy bone structure. It is in the marrow of the bones, you know, that the blood building process starts.

Contains Active Principle of Raw Liver

For years, scientists and medical authorities have been talking about the effectiveness of raw liver for blood deficiencies. Extraordinary results have been achieved in improving the blood when raw liver in the proper amounts has been included in the diet. Yet to many persons, raw liver is repugnant to delicate stomachs and cannot be tolerated. Boncquet Tablets provide, among other things, EFFECTIVE THERAPEUTIC AMOUNTS OF THE ACTIVE (MOST IMPORTANT) PRINCIPLE OF RAW LIVER—and do so in a tablet that is palatable, pleasant and easy to take.

Results Guaranteed or No Cost

Try BONCQUET TABLETS for 9 days. If you wish, have your physician take your blood count before and after this test. If your blood does not show a marked improvement, both in number of blood cells, in hemoglobin percentage and improved color index . . . if you do not feel stronger, more vitally alive, and if you do not look better and show a general all-round improvement in your health, the trial is absolutely free. BONCQUET TABLETS are pleasant to take, are not upsetting to the stomach, are not habit-forming, and produce no ill effects of any kind. They cost but a few cents a day to use and are backed with an iron-clad guarantee of absolute satisfaction or your money returned.

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For the Health of Baby, Child, Adult and Convalescent

The housewife wants the Vita-Mix for the new dishes it will enable her to make. Mothers want it as it enables her to make strained vegetable infant foods at a great savings. Undernourished vitamin and mineral starved bodies need never exist with a Vita-Mix machine in the home. Deficiency diseases will disappear and resistance against disease germs can be built up by using fruits and vegetables in this machine, and getting a huge supply of minerals and vitamins in their original state direct from the fruit and vegetable.

NATURAL FOODS VITA-MIX MAKES JUICE EXTRACTION OBSOLETE

Gone are the days of tedious juice extracting by hand. This extraordinary electric machine so completely liquefies vegetables and fruits that no pulp is left, making straining or squeezing unnecessary. All one has to do is to cut the fruits and vegetables into sections, put them into the liquefying jar, add a little water or fruit juice, turn on the machine and in a few minutes everything in the jar will be a liquid, ready to serve. For example, one may put a handful of almonds, one banana, a teaspoonful of honey, an apple, and a little water into the liquefying jar—switch on the machine and in a few minutes you have a very nourishing thick banana-almond drink, or fill the jar with spinach leaves, add a little pineapple juice, run the machine for a minute or two and the most delicious drink you have ever tasted will be the result.

Think of it! One cup of tomato juice and three sliced carrots all liquid in two minutes. Also one cup pineapple juice, two carrots, two apples, one banana, handful raisins, handful nut meats, all liquid in two minutes. You drink it like malted milk.

Now you not only get the juice as you do with a juice extractor, but you get everything (pulp as well as the juice) that nature originally organized into the fruit or vegetable for you.

WHAT THE LIQUEFIER DOES

1. It liquefies all fruits, vegetables, dried fruits, nuts, peas, beans, etc.
2. It makes available minerals and vitamins in the most assimilable form.
3. It relieves the house wife of the messy and tedious job of extracting.
4. It makes any food available for people with colitis who cannot tolerate coarse roughage in their foods.

Powerful two-speed electric motor—8,000 and 14,000 R. P. M. AC or DC, 25 or 60 cycles.

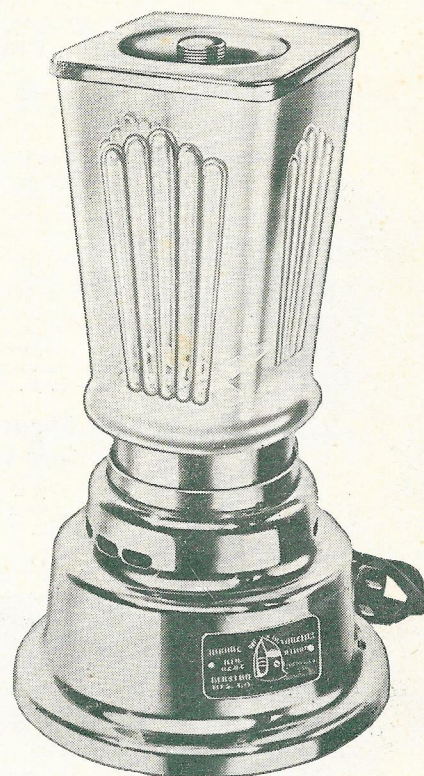
This new Vita-Mix is not to be confused with a juice extractor which merely extracts the juice

and leaves much of the Vitamins and Minerals in the pulp, which is discarded. The Vita-Mix completely liquefies the fruit and vegetables in a few minutes.

EVERY HOME WHERE HEALTH IS OF PARAMOUNT IMPORTANCE SHOULD HAVE A VITA-MIX. FOR WITH THIS MACHINE IN THE HOME, NO NUTRITIONAL DEFICIENCIES NEED EVER EXIST.

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Special Book—"Health Via The Carrot and Other Vegetables," and Vita-Mix Recipe Book included with each machine.

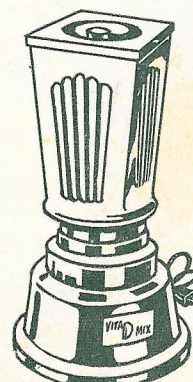


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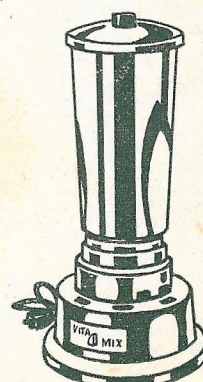
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