

Back to Nature

MAGAZINE



JULY
1932

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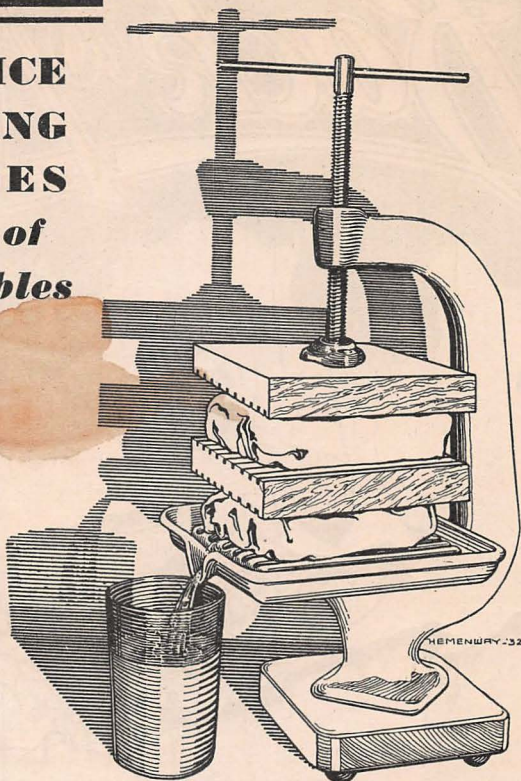
NUTS - by Dr. St. Louis Estes » » »

« « « DATES - by Horace Allen Wingard

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RAW MILK



Nature's Balanced Ration

By Alan La Monte

THOSE who give serious thought to their eating are constantly seeking a perfectly balanced diet, for it is common knowledge that the human body will perform with its greatest perfection and at its highest point of efficiency only through eating the things the system needs and can assimilate.

Perfect Food

NATURE has perfected a single food which most nearly approximates the perfect in a balanced ration—milk—which, through her own processes, she has put to universal use in feeding the young of all mammals.

There is a period in the life of the young when it lives upon nothing but milk and attains through this balanced ration its strength and growth and perfection which it could get through no substitute food. Nature has combined in milk all the requisites of growth and health and strength and offers it to us to

use as a complete ration or as a supplementary food.

What constitutes a balanced ration, and how are these requirements met by milk and other dairy products?

Fuel Value

PRIMARILY, there is the matter of energy or fuel value, which we measure in terms of calories. A quart of milk is equal, in this respect to two pounds of potatoes, five eggs or seven pounds of spinach. This may be rather surprising to those who are apt to think of milk as merely something to quench the thirst. The energy which may be produced by an exclusive milk diet is sufficient that a man may do a hard day's work and keep in perfect health for months.

A quart of milk contains one and one-half ounces of milk sugar and the equivalent in butterfat of one and one-half ounces of butter, fuel sufficient to pro-

duce energy not surpassed by a heavy lunch.

Milk is valuable as an addition to the diet of one wishing to increase the caloric content of the diet. Virtually all of the vitamins which have yet been discovered have been found in milk, although some of the vitamins are found in larger quantities than others. Vitamin A, indispensable for bodily growth and declared to be a great factor in resistance to diseases, is found in large quantities in cream and butter.

Vitamin B is found principally in the skim milk portion of the food. This vitamin is necessary for growth and prevents such diseases as beri-beri, pellagra and others.

Vitamin Content

VITAMIN C, indispensable in prevention of scurvy, the dread scourge attendant upon those living upon a narrow, stale diet, is found in milk. (This vitamin is destroyed by boiling milk and diminished by merely heating it).

Vitamin D, preventing rickets and playing a great part in the development of sound teeth and strong bones, and of much value in the prevention and treatment of tuberculosis, is contained in milk.

Vitamin E, essential in reproduction, is not found in milk. The reason for this is apparent, in that milk is by Nature intended as a food for young animals, and the young do not need this vitamin.

The composition of milk makes it almost an ideal food, in that it so nearly resembles the composition of the human body. There have been some objections raised as to the high water content of milk, but the fact that the body needs large quantities of water should be enough to offset this argument. Milk contains approximately 87 per cent water, which should make milk an ideal food since few persons ever drink a sufficient amount of water. On the other hand, such solid foods as turnips contain even more water. (Turnips, for instance, are 90 per cent water in content). Potatoes are 72 per cent water and spinach, oddly enough, is 92 per cent water.

Mineral Content

APPROXIMATELY .7 per cent of milk is mineral matter. This figure is higher than many of what we term solid foods and as a result enhances the value of milk as a food. In this mineral content may be found lime, which is the principal mineral in milk and of the most value, and a great number of other necessary minerals necessary in the blood. Iron, however, is lacking in milk and should be added to a milk diet in the form of eggs or some other food high in iron content—it has not yet been discovered why Nature, in producing such an ideally balanced food as milk has slighted what modern science declares is such a necessary mineral as iron.

The lime in milk is essential in building strong teeth and bones and Nature has been very prodigious in milk with this mineral. The lime content in milk is even higher than a strongly saturated solution of lime water.

Of high value is the mineral content of milk, in that the minerals are beneficial in adding to the alkaline reserve of the body. Many of the foods eaten produce an acid reaction in the body and addition to the diet of milk aids in counteracting this acidity.

Ideally Proportioned

THE carbohydrates, fats and proteins found in milk are in almost ideal proportions, quickly and efficiently assimilated by the body.

Milk, for most persons, is easily digested—it was meant by Nature to be. Some, however, have trouble with this food, principally because the amount of acid in the gastric juice is insufficient. When this is the case milk is more easily digested if it is allowed to become sour. Sour milk is a perfectly safe drink; in fact, it is even safer, for souring will prevent harmful affects of any contamination of milk.

If Nature has been so generous to produce a food so ideal as milk, why should man attempt to improve upon her work by heating the milk? The very fact that at least one of the vitamins in milk

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Health from the **DESERT**



By Horace Allen Wingard

A QUARTER of a century ago the Coachella Valley, which is located in the most Southern section of California, was a desert waste mottled by a meager growth of cactus and sage brush, regarded as unproductive and uninhabitable land and destined forever to be useless to mankind.

Desert Transformed

TODAY stately palms thrust their heads into the desert air and cast lacy patterns of shadow upon the desert sands. Productive date gardens have replaced the useless Coachella Valley sage brush, transforming the desert into America's new winter playground.

A quarter of a century ago men shunned the Coachella Valley, for the desert sands of this ancient sea-bed offered no prize to tempt them into its heat-ravaged wastelands.

—And we imported costly dates from the Far East to satisfy our appetites and garnish our tables.

It has been within this short period of time that the American Date Industry has been born and reared to its present place of importance; in these short years Americans have acquired a taste for dates that this valley's present annual production of four million pounds is not sufficient to satisfy.

Production Heavy

THE Coachella Valley, which lies many feet below sea level, is now planted to more than twenty-five hundred acres of date palms, some producing and some not yet in bearing; in time these acres will produce more than 25 million pounds, more than six times the present production.

Date culture is as old as the Garden of Eden — civilization has never been without its date palms. Date growing is rich in legend, from the earliest recordings of history down through the ages until today. The planting of dates for commercial purposes was recorded as many as three hundred years ago in the

Old World. On this continent, however, the history of dates is not as old, the first trees being planted by the Jesuit Padres at San Ignacio, Lower California, Mexico, about 1720. Between that time and 1770 some fifty thousand date palms were planted there, many of which are still in bearing.

Water Supplied

DATE PALMS," Arabic legend tells, should have their feet in water and their heads in the fires of heaven." This means that date palms require a long, hot summer season—and plenty of water. There is a sufficiency of water in the desert of Coachella Valley, but man was required to drill for it and must pump it to supply the roots of the palms with sufficient moisture that they may grow and produce abundantly. The Coachella Valley date palms are given yearly an average of ten acre feet of water—which is enough water to cover each acre ten feet deep.

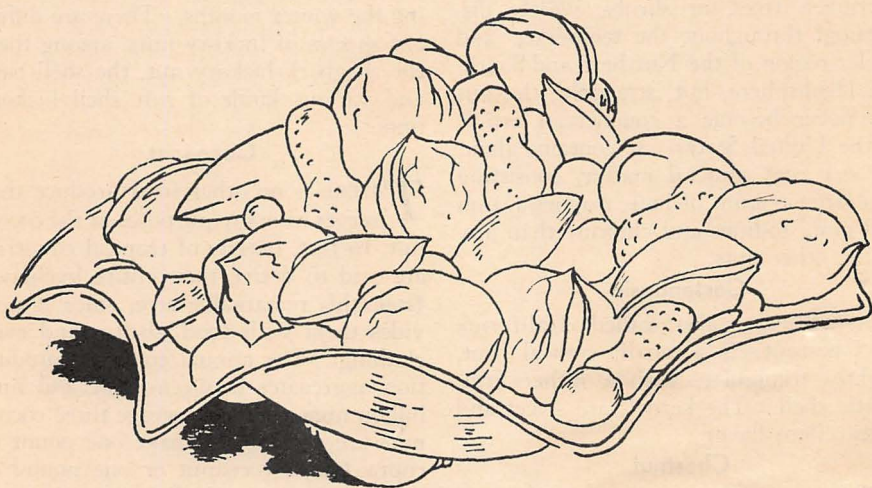
Because the American people appreciate and enjoy the taste of dates, and because they have begun to realize the vital place the date takes in the balanced diet, consumption of this fruit has leaped tremendously in the last few years until the demand now causes the supply to be rapidly exhausted each year at high prices.

(Continued on Page 22)



Nuts

An Essential Part *of the Menu*



By Dr. St. Louis A. Estes

(Editor's Note: This is a continuation of Dr Estes' article on Nuts which began in the November issue.)

PROBABLY the most important factor in the *Raw Food Regime* is the consistent use of nuts, either in their natural, whole state or in the form of raw nut butters; for, as I pointed out in the last article, nuts contain a high percentage of proteins that furnish the heat necessary to produce energy.

Since the beginning of the world nuts have been available in almost all sections, having a prominent place in the diet of pre-historic man. The inclusion of nuts in the regime of foods today is just as important as it was in early history, but mankind has fallen into the habit of laying too little stress upon their value.

No other form of good possesses characteristics equal to nuts with respect to

easily digested proteins and fats. Nuts are the most concentrated food existing in natural condition.

An analysis of constituents generally found in nuts was given in the November issue of the *Back to Nature Magazine*; but, because lack of space did not permit their inclusion, a number of nuts used extensively in the United States were not given. Besides those listed last month there are:

Acorn

THE ACORN has been used as food for a long time by the Indians of the Pacific Coast. They had a process of removing the excess tannin, similar to that used in treating olives. Although the acorn may not become popular as a

food product in the United States at least in the immediate future, the fact remains that the oak tree is one of the heaviest producers of a fruit rich in starch and fat. The acorn contains 5.70 per cent of protein, 10.60 per cent of fat and 65 per cent of carbohydrates.

Beech-Nut

THE GENUS comprises about fifteen species of handsome deciduous and evergreen trees, or shrubs, widely distributed throughout the temperate and colder region of the Northern and Southern Hemisphere, but, strangely, the nut has never become a commercial article in the United States. It contains about 3.7 per cent mineral matter, consisting of a large amount of lime, magnesia, iron and more sodium and chlorine than any of the other nuts.

Castanopsis

CASTANOPSIS, also called California Chestnut, is a small, conical nut, slightly triangular, with a rather firm, brittle shell. The kernels are sweet and of excellent flavor.

Chestnut

THE EUROPEAN CHESTNUT is not produced in large quantities in the United States and a certain amount is annually imported from Italy and Spain. In the South of France and in Corsica a large portion of the population during the winter live chiefly on chestnuts and foods made from chestnut flour, and show remarkable health and vigor. An analysis of the chestnut proves its superiority over the best of cereals in nutritive value. It differs widely from the other common nuts as it contains much less oil and protein and much more of the carbohydrates, especially starch, magnesia, with an appreciable amount of sodium and iron. There are four or five different kinds of chestnuts, among them the American chestnut, but none of them approaches the European chestnut in nutritive value.

Pistachio

THE BULK of these nuts used in the United States comes from the Mediterranean countries and finds its largest

use in the manufacture of confectionery, for which purpose it is valued for flavor and color.

Hickory Nut

THE HICKORY NUT is one of the finest wild nuts of the United States. The early white settlers of the Atlantic States found it in common use among the Indians, who gathered and stored them in large quantities in the fall for food during the winter months. There are different species of hickory nuts, among them the shagbark hickory nut, the shell bark and various kinds of soft shell hickory nuts.

Cocoanut

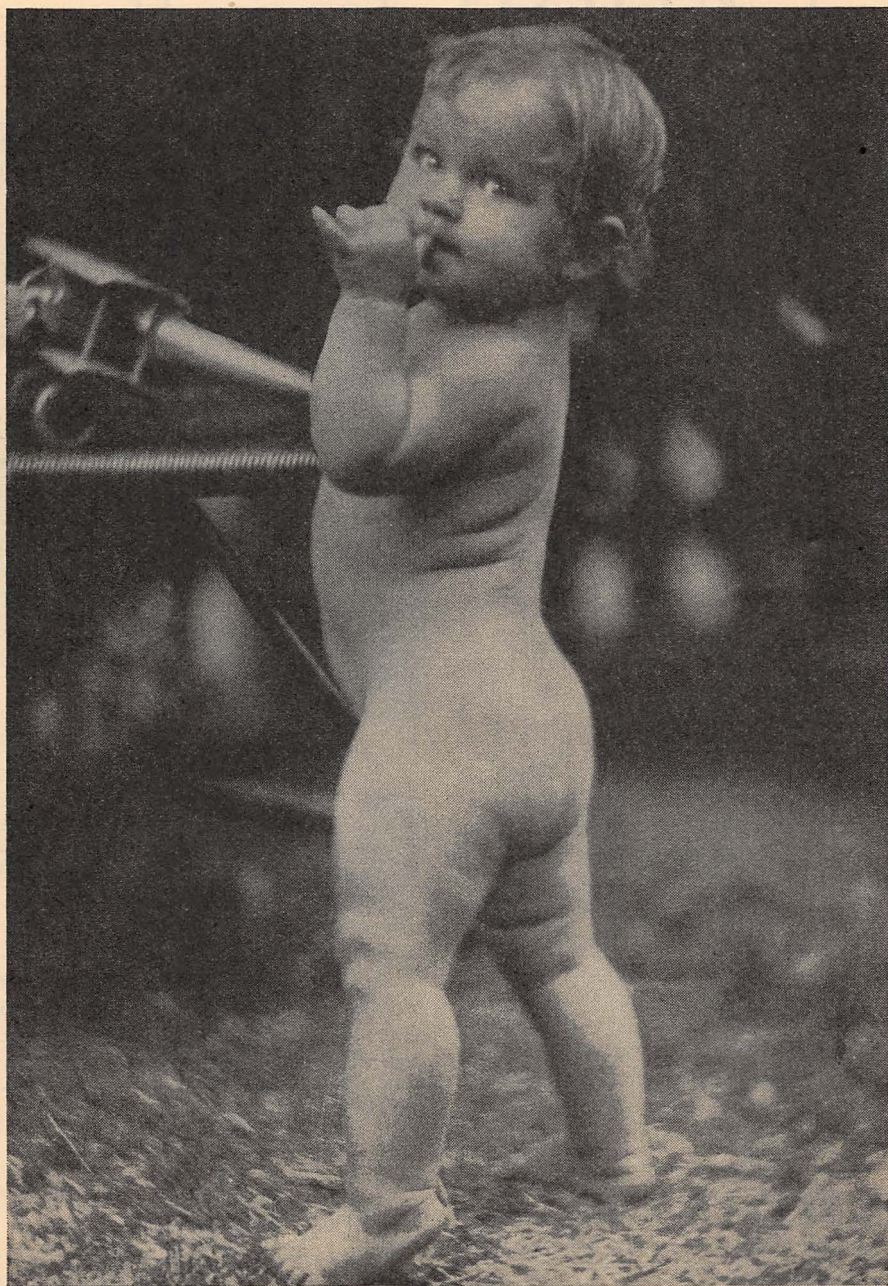
THERE is no other food produce that serves so many purposes as the cocoanut. In fact, natives of tropical countries are said to derive their entire livelihood from this remarkable tree, since it provides them with food, shelter and even clothing. The annual cocoanut production aggregates between eight and nine billion nuts. On an average three cocoanuts are required to make one pound of copra (dried cocoanut or one pound of dassicated cocoanut. Butter made from the dessicated cocoanut contains, in addition to fat, the tissue building elements. Oleomargarines, gained from copra by churning it with peanut oil and milk into a butter and more or less heavily salted, is practically devoid of mineral elements and vitamins and can not compare to the butter made from the dessicated cocoanut.

Tropical Nuts

QUEENSLAND NUT, Pilinut, Sapucaia or Paradise nut and Souari are tropical nuts that only in recent years have been introduced into the United States. There are many more varieties of delicious nuts grown in the immense tropical forests but transportation facilities from the inner points are still lacking.

The most commonly used nuts in the United States are the Almond, Peanut and Pecan, because these lend themselves most readily to the making of raw nut butters. The Back to Nature Raw Nut Butters include these three types of nuts.

The Perfection of Raw Foods Again Demonstrated Over Cooked Foods



This Picture Shows the Beautiful and Sturdy Development of Natasha Moraine Estes at One Year of Age on Decoration Day. The Seventh Child of Dr. and Mrs. Estes Who, Like the Other Six Children, Have Never Suffered With the Illnesses so Common to Children. Fanatical Ideas and Prudery Cannot Stand Against These Facts. Dr. Estes' Children Are Fed on the Raw Foods that Carry All the Vitamins, Particularly Vitamin B.

FOOD *from the* SEA

THE quest for foods which will do us the greatest possible good, an age-old quest, always leads us back to Nature. Even in this scientific era, with great scientific minds turning toward the development, through laboratory tests and experiments, of a perfect food, we invariably turn to Nature for the solution to our problem.

This search has led us, strangely enough, back to the primeval home of all life, the sea. Our own Pacific Coast waters are yielding a rich harvest of minerals and vitamins in a form most readily available for human use. The great kelp plants, enormously tall and growing in the pure, surging waters thirty miles off the coast of Southern California, have become our latest food adjunct to supply the minerals and vitamins so frequently lacking in foods prepared according to civilized standards.

Laboratory tests show that this kelp, dehydrated that it may be kept without losing its precious vitamins and mineral content, is a rich source of these health-giving minerals and vitamins.

Laboratory tests sometimes do not tell the whole story, however. Tests on the human body are required to prove the benefits of foods.

Mr. and Mrs. George R. Campbell of Santa Monica, California, will attest the value of seaweed, for they have been, for several years, watching its beneficial results upon themselves.

For many years Mrs. Campbell was anything but robust in health, due to the deficiency of minerals and vitamins. Her first baby, after a six-weeks' struggle for



Baby Vivian Campbell, 22-month's-old daughter of Mr. and Mrs. George R. Campbell of Santa Monica, California, is a living example of the way in which proper eating can produce a perfect body. Mrs. Campbell, pictured here, also has been living on live foods. Kelp plays a large part of the regime of foods of this healthy pair.

life, died because of the lack of these necessary elements.

Some four months before the arrival of her second baby, Mrs. Campbell, realizing that, in order to build properly the body of her baby, must build up her own supply of vitamins and minerals,

(Continued on Page 20)

The DEPRESSION — *a State of Mind*

by DR. ST. LOUIS ESTES

SOME of you may think because you dropped your dollars in the stock market, or that the building and loan company you had your savings in having gone to the wall—that you are at the end of the trail.

You may sigh and say "there is depression on—oh what will become of me and mine. These times are very trying."

This so-called depression is largely a state of mind. You and I know that. You know that never before were the banks so loaded with money and yet, because most of you are in a state of panic and fear, these dollars will continue to be hoarded instead of being put to work to bring back prosperity, unless you who have them are shaken out of your lethargy.

Depression State of Mind

THE depression is largely a state of ill-health. If our bankers and financiers and industrial leaders were physically perfect, if their brains and bodies were working harmoniously, if their blood streams were alkaline not highly acid, if they were mentally and physically alert—the so-called depression would be overcome in 48 hours.

Health does not create a panic. Strong men and strong women whose bodies are functioning perfectly suffer no nervous disorders, lose no weight through worry. Why there is nothing to worry about if you have health! Physical fitness is more than just a strong body of blood, tissues, arteries. It is active, strong brains because the brain will not function properly unless the blood that feeds it is clean and pure and highly vibrant.

It isn't the country that's sick. It's the men and women who control its

wealth. Strong, healthy men and women have minds that function quickly, that respond instantly to thought and thoughts develop into action and action creates the sinews of trade and barter that go to make up this economic world.

For more than twenty-five years I have been teaching people everywhere to live, to overcome disease and fatigue, to lengthen their lives, to build strong, perfect bodies which mean strong, healthy minds. There is no fear in healthy minds and bodies. And fear creates these panics which knock the props out of our economic equilibrium and we say "oh, times are terrible, will this depression ever end?"

Yes, it will end just as soon as the people of America and the world realize that it is a state of health, both body and mind, rather than a purely business cycle of economic distress.

World Needs Healthy Minds

NEVER before has the world needed healthy minds and healthy bodies to such a degree. Get health first, get strong physically—eat proper foods, get proper rest, get plenty of sunshine, drink lots of water, eat lots of fruit, vegetables and berries, drink raw milk, let Nature's own products in their uncooked state provide you with the calories, the heat units, the vitamins that your body needs.

You'll be amazed to find how quickly you will forget there is a so-called depression and get down to work of creating jobs, developing ideas—ideas that will create things, and ideas which when put into material form will open up the bank vaults and bring forth the golden

(Continued on Page 20)

IS FRUITARIANISM A FAILURE?

(Editor's Note: While this article does not conform in every way with the views of the editors, we present it that the reader may draw his own conclusions.)

Fruitarianism, on the face of it, even by its definition, seems very good. It appeals to progressive minds who are still willing to believe too much. The idea that monkeys and apes eat fruits and nuts only, is not true. If we wish to imitate the ape and monkey, we must have lived far below their state of evolution. But even though that may be a little short-coming, it is better than to live on dead (cooked) food entirely.

There is no place on the earth that without the intervention of man, furnishes fruits all the year round. What does the monkey and ape eat when the fruits and nuts fail? Surely he has to eat something green or a root, and surely he does, and likes it, too. The writer has seen monkeys and apes relish carrots and celery as though it were the finest thing that they could eat. They like parsnips and spinach. If nature had intended that they should live on fruits and nuts alone, Nature would not have given them an appetite for carrots, for spinach, for lettuce. But as long as they have an appetite for these and often prefer a carrot in place of an apple, there is this capacity because Nature does not supply the fruits and nuts, but the greens and roots, in certain seasons. Some people who have monkeys for pets, feed them very much fruit—yes, too much fruit, and then the monkey gets sick. They suffer from rheumatism or a fever and the only thing that cures them when in that condition, is a carrot or spinach and then, especially, does the monkey

relish carrots. We have seen a very, very sick monkey get well from a fever in eight days, by feeding it carrots, lettuce and spinach, and then it was as happy and playful as any monkey could be. Now, if fruits and nuts were entirely wholesome for monkeys — if that should be their only fare by Nature's decree, then why shouldn't an apple or a banana have cured this monkey? Why did it require carrots and lettuce to get him well? Well, let us consider the human race. Is it possible for man to maintain a perfect balance of nerves, and perfect health, on fruits and nuts? This cannot be answered in the affirmative. People who are inclined to have acid blood, to have rheumatism, neuralgia, neuritis, certainly will get it on the fruit and nut diet, and then there is nothing that will help them except the alkaline vegetables, and more often, onions. When people become too flighty mentally, when they get so that they imagine too much, then spinach and carrots will keep them on earth. When the mind begins to rove in the clouds, then lettuce will bring them back to terra firma. In a few cases, strict fruitarians have even been sent to psychopathic hospitals for their lofty ideas. Therefore, it is far better for the average human being to stick to common sense and a balance between the fruits, nuts and vegetables—to have at least one-third of the fruit consist of vegetables, and about one-eighth of roots. This surely is not too much and it is not too little where balance is to be considered. In our opinion, therefore, fruitarianism, as such, is a failure.

One who knows.

DISEASES *on* DECLINE

THE general health of the people of the United States during the years of 1930 and 1931 was declared "exceptionally good" by Surgeon General H. S. Cumming in a recent report to Congress.

Dr. Cumming reported that the battle against communicable diseases has reduced the death rate from many of the ailments materially within the last two years.

The tuberculosis death rate in 1930 was only 68.5 deaths per 100,000 population, as compared with 73.1 in 1929 and 76.4 in 1928. In 1900 the death rate from this disease was 201.9.

Typhoid fever continues on the decline, due to improved sanitation meth-

ods, and fewer diphtheria deaths also were recorded last year than at any time since records have been kept.

This speaks well for the methods we employ in keeping down communicable diseases, but deaths from diseases are still too frequent. The wrong kind of living, thinking and eating is responsible for our life span being as short as it is. The American people demand the most improved sanitation methods possible and a high standard of cleanliness, but neglect other things most necessary to health and longevity.

If we would all follow the simple rules of nature in our habits of living we could increase the span of life and create a race of strong, healthy and mentally efficient Americans.

Back to Nature Magazine

...In New Dress and at a New Price

Meeting the demand of many readers of BACK TO NATURE for a more convenient size publication—one that can be carried in pocket or handbag—we present with this issue the new, more readable, handier form.

You'll like this new size.

Another radical change has been made in the subscription price. Beginning with this issue the magazine will be One Dollar and Twenty Cents (\$1.20) for two years. Single copies 5 cents.

Those who subscribed at the former price of \$1.50 a year will receive the new publication for 3 years.

Due to changes in the editorial and business staffs, and changes in management of the Back-to-Nature Corporation, sponsor for the magazine, BACK-TO-NATURE MAGAZINE has not been published since last November.

However, all subscriptions and advertising contracts will be extended to cover the missing issues.

To our good friends who have been so patient while these changes have been under way, BACK-TO-NATURE MAGAZINE extends its thanks and appreciation, with the assurance that from now on they will receive BACK-TO-NATURE promptly each month—THE EDITORS.

The AVOCADO

THE growing of avocados in California has developed into one of the largest branches of agricultural production since the time when, only a few years ago, avocados were grown on the Pacific Coast experimentally.

Despite subnormal market conditions, calavo-avocado growers of California produced 6,000,000 pounds of their product this season, according to George G. Hodgkins, general manager of the California Calavo Growers' Cooperative association.

Demand throughout the country for this healthful and delicious sub-tropical food, universally eaten raw, has increased yearly as the population has learned to appreciate the health-giving quality and the value of the fruit as a food.

Avocado acreage now planted in California gives an expectation, it is said, of approximately 15,000,000 pounds of the fruit by 1935 and 30,000,000 pounds in 1940.

AVOCADOS furnish a rich source of energy-producing and body-building food and deserve a prominent place in the regular menu.

Only a few short years ago avocados were scarce and little in demand, but as people became familiar with the fruit the demand caused production to be increased. Avocados, sometimes called "alligator pears," are so new to the United States that extensive research into their health properties has not yet been made; it is known, however, that there are certain constituents of the fruit that are highly beneficial.

Avocados contain Vitamins A, B, D, G and E, discovered by extensive biological experimentation by the Calavo Growers, a cooperative California avocado growers' association, and by others.

There has been much said for citrus fruits and many fruits and vegetables concerning their properties of overcoming acidosis. Avocados are alkaline in

reaction and are equally as good, it is claimed, as citrus fruits in that respect. For this reason, avocados are used beneficially in attempting to throw off an ordinary cold.

Clinical observation shows that many persons including avocados in their daily diet have gained weight after losing weight on diets which did not include avocados.

ESTESIANISMS

EAT and absorb LIFE as Nature has provided it, that you may have long life, youth and happiness.

Man, by his imprudences in diet and drink and other manifold excesses, lives only one-quarter his allotted time.

Theoretically, we all desire to live long and be happy. In actuality, we live miserably and briefly.

Longevity should be the rule and not the exception.

Set aside Religious antagonisms and unite in the common search for Health.

Animals eat only what is good and wholesome.

The staff of life is Breath—not Bread.

The secret of Health and Life is Right Living.

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More Back to Nature Beauty Hints *for the* WOMAN'S PAGE

By Dr. E. L. Moraine

HAVE you ever stopped to think that the only difference between a smooth and firm ripe peach and a small, wrinkled, dried peach is that the dried peach has had, by process of dehydration, most of its water content removed?

The human body may be compared in this respect to the peach. Old and wrinkled people just don't drink enough water and have allowed their skins and systems to undergo a general drying up process.

Water is a vital necessity in maintaining the health of all the organs as well as the beauty of the body. One cannot have a clear, beautiful skin without it. One cannot expect to have the radiance that comes with good health without water.

Water is one of the most important foods in existence—in fact without it one could not live. If one does not care for a particular kind of food there are others that would take its place. There is, however, no substitute for water.

Some persons believe that the water they drink in various beverages, coupled with the water content of foods, is sufficient, but this is not the case. Considering the fact that two-thirds of the body itself is water and that all of the excretory organs are constantly eliminating water from the system, it is vital to replenish the supply frequently. People not only eat themselves to death; they kill themselves with unsatisfied thirst.

Sluggish Blood Stream

Poor digestion and assimilation come about through lack of sufficient drinking of water. Waste matter is not efficiently removed, the blood stream be-

comes sluggish and the complexion dull and a general shrinkage of the body—with its attendant wrinkling of the skin—sets in.

Young people have more water in their systems than older people—which may be taken into consideration by those who wish to continue being young. This may be taken as an explanation of the reason wrinkles appear with age.

One of the best ways to avoid unsightly wrinkles is to keep the body well supplied with water. Several quarts a day are necessary to do this. And beauty makes itself apparent, also, through better health, more vivacity and radiance, as well as the avoidance of wrinkles.

Water is a food solvent, an insulator, a clarifier and a tonic. It washes the blood. The blood, thus purified, does a better job of circulating and nourishing all parts of the body and removing waste matter. Water fills out the tissues and consequently prevents the shrinkage which terminates in wrinkles and dry skin.

Beautiful Hands

IT IS NOT necessary to devote hours every day to your hands to make them beautiful. To have beautiful hands is extremely simple, but certain care must be given them persistently each day, devoting a few moments from time to time if you are to hope to be successful in your endeavor.

The average woman washed her hands at least six times a day and perhaps more often. As a matter of fact it is mere cleanliness to scrub them thoroughly upon arising, before each meal and before retiring at night. It is well each time you wash your hands to immerse them in a bowl of warm soap suds of some pure

(Continued on Page 19)

Announcing

A New Line of BACK TO NATURE Cosmetics, Powders, Cremes, Lotions, Skin Foods, 100 Per Cent Pure...

Natural Beauty Builders

—the last word in cosmetics . . . there are none in all the world as pure as these . . . now within reach of every woman at popular prices.

Following is the list of these beauty preparations and beauty builders with prices.

Check those desired and send coupon to the BACK to NATURE CORPORATION.

These valuable Beauty Products may now be purchased at a price within the range of everyone's pocketbook.

Following is a list of BACK TO NATURE Beauty Preparation and prices. Check those desired and send coupon to the Back to Nature Corporation. Orders are taken care of promptly if accompanied by check or money order.

.....Strawberry Skin Freshener. Excellent for cleansing the pores; a delightful skin freshener and softener. **Price, \$1.25.**

.....Persimmon Astringent Lotion. Non-alcoholic. Reduces large pores and helps to clarify the skin. **Price, \$1.00.**

.....Carrot Skin Food. Unequalled as a night creme; tones and preserves the smoothness of the skin. **Price, \$1.50.**

.....Powder Base Creme. Overcomes excessive oil and shiny nose. **Price, \$1.25.**

.....Lemon Bleaching Cream. Protects skin from wind and sun; excellent for preventing freckles. **Price, \$1.25.**

.....Cucumber Hand Creme. Excellent for soothing and healing tired, aching and burning hands, feet and chapped lips. **Price, \$1.00.**

.....Banana Fattening Creme. Effective for restoring and building the lovely, round countours of the face, neck, shoulders, bust, limbs. **Price, \$1.50.**

.....Pine Shampoo. Soapless. A vegetable oil product, containing no potash or alkali. **Price, \$1.00.**

.....Scalp Food. Highly recommended for itching scalp; dry, lifeless and falling hair and scalp irritation. **Price, \$1.00.**

.....Cherry Brillianting. Made from the finest oils from vegetables, fruits and flowers. **Price, \$1.00.**

.....Apple Blossom Talc. For baby's tender skin . . . or yours. Excellent to put in shoes for relief of tired, aching feet. **Price, 50c.**

.....Face Powders. L'Amour and Cherie. Comes in four shades, Naturel, Rachel, Peach and Sun Tan. **Price, \$1.50.**

.....Vegetable Soap. A famous Back to Nature product, should be used as a skin massage before using any of the cremes. **Price, per cake, 35c; 3 for 75c.**

.....Dental Paste. **Price, 25c.**

.....Shaving Cream. **Price, 50c.**

.....Tooth Brushes. **Price, 50c.**

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Hollywood, California

(When check or money order accompanies order, add 25c to cover postage costs.)

Enclosed find \$..... (check, cash or money order),
for which please send the items checked above.

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RAW MILK

(Continued from Page 4)

is destroyed by heating should be enough to prevent its being done, regardless of the many other detrimental effects of heating. Pure raw milk, just as Nature produces it, is the only milk that can be of complete value to the body, and any attempt to improve upon the food merely tends to lessen its value.

The people of Southern California, for instance, are coming more and more to the realization that raw milk is the best food that can be produced. The consumption of raw milk in this section of the country is gaining weekly, as statistics prove.

One-Third Raw Milk

TWENTY-SIX per cent of all milk produced in Los Angeles county is Grade A raw milk; two and three-tenths is Certified milk—another form of raw milk; and two per cent is Guaranteed milk—also raw milk. By these figures, nearly a third of all the milk consumed in Los Angeles county is raw milk—even after years of educating the people as to the advantages of pasteurized milk. These figures tend to prove, as any sane person knows, that at least a third of the people are doing a little thinking for themselves in regards to their food.

The Health Department of the City of Los Angeles has been instrumental in encouraging the use of raw milk and has established a set of extremely high standards to be met by the producers of raw milk. Grade A raw milk in Los Angeles must contain less than 25,000 bacteria per cubic centimeter of milk. (In passing, it might be well to state that that figure is rarely ever reached; in most cases the milk, tested frequently, seldom contains above 8,000 bacteria per c.c. and often between 2,000 and 5,000 per c.c.—at least in Southern California). Certified milk may not contain more than 10,000 bacteria per c.c.; Guaranteed milk, no more than 15,000.

It is to be seen that no better milk may be bought than Grade A raw milk, produced under highly sanitary conditions brought about by the cooperation

of the various dairies with the Health Department.

Thurman B. Rice, M.D., Associate Professor of Bacteriology at the Indiana University School of Medicine, declares in a recent issue of the Milk Dealer:

No Kidney Irritants

MILK contains practically none of the purine substances which cause the kidneys so much difficulty, and is by all odds the most easily excreted of any of the protein foods. When the kidneys are in trouble or are threatened, by all means use milk. For this reason this is a most excellent food for elderly folks provided they like and can digest milk. Patients with scarlet fever, with a severe cold, or any sort of infection would do well to confine their protein food to milk.

"Many people believe that milk is constipating. This is hardly the case. Milk is entirely digested and absorbed by the normal alimentary tract and as a result there is no bulk left in the bowel. In such case, however, there is little need for a bowel movement and it is not right to say that such an individual is really constipated. In this connection it is well to remember that babies on an exclusive milk diet commonly have several bowel movements a day, and that milk is almost the universal prescription for those person who have the worst and most advanced forms of constipation—spastic or tonic constipation. It would be well to give the idea that milk is constipating a thorough revision."

In conclusion, it might be said that Southern California offers the best conditions for the production of the best milk. The cows producing the milk spend their entire time in the fresh air and sunshine amid clean, usually dry surroundings. Their food, because of the California soil conditions, is as good as may be procured. Sterilization by sunshine, also, makes the production of milk in California safer.

It behooves us to take full advantage of such an ideal food, produced by Nature in a form ideally suited to our needs. Our quest for a balanced ration is ended.

WOMAN'S PAGE

(Continued From Page 16)

soap made of natural ingredients if possible. (Back to Nature Pure Vegetable Soap is good for this purpose, being made from only pure vegetable substances).

Lather the wrists, hands and nails thoroughly. Be sure to scrub well over your wrists and under your fingernails with the hand brush. Now rinse the hands in fresh, cool, clean water. If you wish to whiten or bleach the hands, cut a lemon, squeezing the juice into the palms of your hands, massaging it well into the skin, then rinse in cold water.

Push Cuticles Back

WHEN drying the hands always push the cuticles back while they are damp, with the towel and your finger tips. Never permit your cuticle to be cut when having a manicure, for this

makes it grow faster and causes the cuticle to become ragged and ugly.

Now pour a few drops of some good hand lotion into one palm and massage it well into the hands and fingers by rubbing and wringing your hands. The next step is to clean under the nails with a bit of absorbent cotton wrapped about an orange wood stick. And last but by no means least comes a half a minute of limbering and softening exercises. Relax your hands and try to shake your fingers off. In turn take each finger between the fingers of your other hand and rotate it without bending the knuckles. Pick up the flesh of your hands and fingers between your thumb and forefinger—pinch it gently but firmly.

The entire process of bathing, scrubbing, rinsing, drying, cleaning the nails, exercising and massage should not require more than five or six minutes at the outside and you will find it is time well spent.

We Haven't Enough Room . . .

to take care of the growing numbers of our customers—so we are utilizing the space formerly occupied by our famous Lunch Counter to double the size of our store and to increase facilities for taking care of our increased patronage. ¶ We have a complete line of health foods of all kinds . . . **BACK TO NATURE FOOD PRODUCTS and BACK TO NATURE COSMETICS.**

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Potential Greatness

Teacher: I want you please to speak to your son, James. He is so lazy that he has Bobby Brown do all his work for him. You don't want a good-for-nothing son, do you, Mr. Jones,

Mr. Jones: My, that's the best news in weeks. That boy ain't lazy. He shows executive ability.

Or Where?

Professor of Engineering Class: What is a dry dock?

Smart Student: A physician who won't give out whiskey prescriptions.—*The Quest.*

Dr. Time

"Ah, my dear," said her homely relative, "you will find that Time is a great healer."

"True, auntie," the girl replied, "but he's certainly a mighty poor beauty doctor."—*B. T. in Beauty-View.*

Buried Meaning

First Archæologist: Why is this clay tablet not so well preserved as the others we have just gotten out?

Second Archæologist: It is apparently a bit of half-baked philosophy.—*The Quest.*

Eternal Youth

"Isn't it remarkable how Sarah keeps her age?"

"Yes. She hasn't changed it for ten years."

Satisfaction Guaranteed

Grocer (to elderly spinster): Of course we will return your money if you are not satisfied. What is wrong?

Spinster: That bunch of mistletoe you sold me was a perfect failure.

"True," We Shout

It seems as though the more obvious a thing is, the louder it has to be shouted.

And Ends, Too?

Charity begins at home, which may explain why it so seldom is appreciated.

Ha, Senator!

Nobody is any better or any wiser than anybody else merely because he holds an office.

FOOD FROM THE SEA

(Continued From Page 10)

turned to live foods, in which kelp played a large part.

The baby, Vivian, was born a robust, healthy child. Now, nearly two years later, Vivian is the picture of health, with a strong, active body and a mentality that is said to be considerably advanced for her age.

Mrs. Campbell, too, has regained her health; and, as a consequence, has nothing but praise for raw foods and, particularly, seaweed, for it is upon these that she has built herself to a state of healthy normalcy.

The DEPRESSION

(Continued from Page 11)

stream which will set the factory wheels turning.

Sick men—whether politicians, financiers or great industrial leaders—cannot direct the return of prosperity. *They're through.* We must depend upon the aggressive, alert, healthy minds and bodies of those who are without fear—these are the ones who will refuse to let the cry of depression longer keep them from attacking the problems that confront us. They will solve these problems and put the eight million men back to work. They will face today and tomorrow unafraid because they have HEALTH.

SPEAKING of HEALTH

Between 3 and 4 per cent of the total national income is paid by the American people for medical care. While this is not too high, too large a percentage of this expenditure goes to practitioners of low standard.

It is estimated that two-thirds of the total deaths occur between 7 P.M. and 6 A.M. The ratio of births during the night hours is almost the same.

Sterilization of milk by sound waves was reported recently to the American Association for the Advancement of Science. Milk is fed upward through an inverted funnel. A hollow tube, aimed at the funnel just below its large end, vibrates at high speed. It produces sound waves which are concentrated in the fun-

nel, said to kill 99 per cent of the bacteria in the milk.

Synthetic vitamins may soon be produced. Vitamin D, preventive of rickets, produced from a plant substance, was demonstrated to the American Association for the Advancement of Science.

More women in the history of the United States have lost their lives during childbirth than the total number of men killed in this country's wars. We lose nearly 20,000 mothers a year, more than any of fifteen other civilized nations that keep vital statistics.

Lemon juice has been found to be a good cleansing and bleaching agent in caring for discolored teeth.

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FREE Educational Health Lectures Daily, 10:30 to 6:00 P.M.

HEALTH *from the* DESERT

(Continued from Page 6)

The date represents an ideal form of sugar for human nutrition, inasmuch as there is a low content of starch, protein and fat attending. The sugar content of dates is high, making the fruit rich in energy producing power.

In addition to this healthful method of increasing the carbohydrate intake (through the addition of dates to the normal food regime), the fruit has the added advantage of containing considerable cellulose fiber, which aids in keeping the system cleared of waste material.

Vitamins Present

VITAMINS B, C, and G are present in considerable quantities in dates, with vitamin D present in more limited amounts.

Dates are rich in iron in a most acceptable and assimilable form, in addition to many other mineral salts so necessary to the maintenance of health and strong bodies.

The combination of dates and milk would form perhaps the most efficient diet possible to procure through the combination of any two foods. Iron is one of the few minerals lacking in milk; and, dates being rich in iron, may well supplement a milk diet. Vitamin E, the vitamin necessary to reproduction, not found in

milk, is also not found in dates. Experiments seeking to find the health values of dates have not yet been carried to conclusion, and it is possible that dates do contain vitamin E. This vitamin has not, however, yet been found in any appreciable quantity. For this reason it might be well to supplement further a date and milk diet by the inclusion of some food rich in vitamin E.

The date and milk diet, for freedom from any objectionable element which might cause difficulty in digestion or elimination, is one which would be hard to beat.

Dates Eaten Raw

DATES are at their best when eaten fresh as they come from the trees. The California Date Growers' Association, a cooperative association of the growers of dates in the Coachella Valley, produce three varieties, the Deglet Noor, which is the type most widely grown; the Saidy and the Thoory. (These names come from the Arabic, in whose country dates have longest been propagated).

There are many ways of preparing dates and many appetizing combinations of foods in which dates play a large part.

A few raw food recipes employing the use of dates are given on the page of Raw Food Recipes this month. The inclusion of dates in the usual regime of food cannot but be of great value.

You Can Eat to Your Heart's Content —and to your whole body's utmost benefit when the foods you eat are LIVING FOODS

Eat them at their best—as appetizingly prepared in many delightful ways. Here **EVERYTHING** is good for you—and deliciously good to the taste.

MRS. RICHTER'S COOKLESS BOOK

Contains hundreds of delicious, live food recipes for sweets, soups, salads, drinks, bread and priceless health hints. Price \$1.

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The Life Extension Institute is authority for this statement. . . . El Monte Orchard Whole Dried Apricots, not being cut, processed or re-sulphured, retain all their rich fruit flavor, full sugar content and health-giving vitamins. You will never tire of this fine health food. Send 25 cents for sample carton.

EL MONTE ORCHARD
Los Altos, Santa Clara Co., Calif.

RAW FOOD RECIPES . . .

In each issue of the Back-to-Nature Magazine may be found a wealth of information on health through proper eating, as well as many recipes by which may be made appetizing, healthful raw food dishes.

Send \$1.20 for two-year subscription, to be sure not to miss any of these important features.

BACK-TO-NATURE MAGAZINE
Hollywood California

Richard Pleiner, Proprietor

■ ■ ■

HEADQUARTERS FOR HEALTH FOODS

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SLEEP
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COFFEE?

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Hollywood Cup, the new coffee substitute made from figs and grains, will satisfy that coffee longing and at the same time insure perfect sleep. What's more, IT'S GOOD FOR YOU!

For **GOOD HEALTH** and **SOUND SLEEP**, try a one-pound package of **HOLLYWOOD CUP**. It will be sent you upon receipt of 30 cents by

HOLLYWOOD CUP, Inc.
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Los Angeles, California

THE LEMON

ALL beauty aids do not come in highly decorated boxes, jars or bottles, tied with pretty ribbons. One of Nature's own beauty preparations grows on a tree—the lemon.

Many women do not know the value of this bright-skinned fruit. It can be put to innumerable uses around the home besides in cooking. One of the really important uses of lemon juice as a beautifier is in washing the hair. Clean hair is the basis for attaining beautiful hair; it must be free of all foreign substances to be a real crowning glory. When you wash your hair or have it washed, a filmy curd is formed by the soap and this curd attaches to the hair, coating every individual strand. Ordinary rinsing in plain water has no effect on it, no matter if repeated many times.

While the soap curd remains, the hair is sticky, limp and hard to manage and does not have a proper natural luster. When you use a lemon rinse after washing your hair, the mild, harmless citric acid of the lemon cuts this curd away and it is washed off by the water so that the hair is absolutely free from soap in any form. Using this rinse means really clean hair.

A fine and very inexpensive skin lotion is made simply by mixing equal parts of glycerine and fresh lemon juice. This delightful, refreshing preparation cleans, softens and whitens the skin of the face, neck, arms and hands enhancing the natural, dainty, pink tints of the skin. A pretty skin is one of the essentials of true beauty and it is easily obtainable by this simple method.

Keep a lemon always in a saucer by the kitchen sink and in the bathroom. Immediately after using kitchen soap or cleansing powder, apply the lemon to the hands and rub them well with rind and all. This will neutralize the alkalies, remove stains and dirt, whiten the hands and prevent roughening and irritation.

Lemon juice mixed with water and applied with a soft brush morning and evening will work wonders with teeth and gums. Teeth will be whitened and dainty gums hardened. You will notice a fresh, wholesome feeling in the mouth.

The mild acid of the lemon is also particularly helpful in the manicure. A teaspoonful in a cup of warm water removes stains from the skin and nails, also loosens the cuticle so that it can be removed more easily. Polishing is also made easier.

SORE THROATS

YOU HAVE A SORE THROAT.

What does that mean to you? Without taking into consideration other symptoms, Nature uses the sore throat as a warning device, telling you to stop eating. Nature is attempting to convey the information that something is wrong with your system, warning you that your digestive apparatus should not be taxed at the time with food.

When a sore throat appears, go on

fruit juices! Quite a large percentage of sore throats would disappear in a day or two if, instead of gorging ourselves with food, we would stop eating entirely and take fruit juices instead.

Aspirin tablets and patent medicines do nothing to aid the underlying difficulties; consequently, Nature continues to wave the warning flag—a sore throat.

Gorging and stuffing costs us a price we can hardly afford to pay!

WHY Be Troubled with CONSTIPATION?

nervous or bilious headaches?

Drink



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Dr. Estes

recommends this

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Quieting to the nerves easily assimilated by a weak stomach. May be taken with beneficial results by all from the youngest child to the oldest adult.

Babies thrive when W.H.Y is mixed with their milk. When properly prepared, W.H.Y helps to tone up and keep in normal action the bowels, liver, kidneys and stomach.

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Get An Electric Clock

FREE : Be Sure You Get a Coupon—It's Pasted
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RAW FOOD RECIPES

Appetizing Food Combinations That Bring Health

Fresh Fruit Jelly

PREPARE two boxes of strawberries, crushing about half, add three oranges sliced, juice of one or two lemons and one cup water. Sweeten with honey, making it somewhat sweeter than you want it when finished; also more tart with lemon.

Clear or completely dissolve one-half cup flaked agar agar in a little more than one cup of water, by just bringing it to a boil; add one cup cold water and cool until nearly lukewarm. Pour this into fruits and stir quickly as it sets almost immediately.

Serve with cream or whipped cream. Any fresh fruits in season may be used and many different desired combinations made.

Loganberries and fresh apricots combine well.

Cocoanut Fruit Salad

1/2 cup cocoanut	Mayonaise
Lettuce	3 oranges
2 bananas	

Peel bananas and scrape with a silver knife. Peel oranges, remove all white membrane and slice. Arrange two or three slices of lettuce on individual plates. Cut bananas in two lengthwise, then across. Roll each portion in cocoanut and place on orange slices. If any cocoanut remains, sprinkle it over oranges. Serve with mayonnaise.

Orange Baskets

(Serves 4)

4 medium-sized oranges
4 slices pineapple
2 bananas sliced

Cut tops off oranges and scoop out meat, leaving clean shells. Cut edges of

shells in points or scallops. Fill shells with orange pup combined with other fruits. Serve on lettuce covered salad plates, topping each orange with desired dressing.

Orange Fluff Salad

(Serves 4)

4 to 6 small oranges
Lettuce
1/4 cup grated cocoanut
1/4 cup grated carrots

Pare oranges and cut in thin slices. Cut slices in halves. On lettuce-covered salad plates arrange a circle of orange slices, being generous with fruit. Sprinkle with grated cocoanut and grated carrot. Serve at once with mayonnaise, into which 1/2 as much orange juice has been thoroughly blended.

Citrus Cheese Salad

(Individual Serving)

1 orange	
1/2 grapefruit	
Lettuce	
2 1/2 tbsp. cottage cheese	
1 tbsp. pineapple	
2 tbsp. salad dressing	

Peel orange and grapefruit and remove pulp in sections free from membrane. Arrange orange and grapefruit slices on lettuce-covered salad plate and cover with cottage cheese and crushed pineapple. Top with dressing.

Orange and Grapefruit Salad

(Serves 6)

6 oranges	3 to 4 grapefruit
Lettuce	3/4 cup apple cubes

Peel oranges and grapefruit, separate into sections. Place alternate sections of orange and grapefruit on a bed of lettuce leaves. In center place cubed apple. Serve with desired dressing.

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RAW FOOD RECIPES

(Continued from Page 26)

Vitamin Salad

(Serves 6)

3 oranges $\frac{1}{3}$ cup orange juice
1 pint cottage cheese $\frac{1}{4}$ cup nut meats

Moisten the cottage cheese with the orange juice. Pile this cheese mixture in center of cupped lettuce leaves on salad plate. Arrange sections of orange pulp around base of cottage cheese. Top with nut meats. If desired, dressing may be served with the salad also.

California Poinsetta Salad

(Serves 12)

8 to 10 medium sized oranges 4 red pimientos
Lettuce

Pare oranges and separate into sections. Arrange 6 or 7 orange sections to simulate flower petals on bed of shredded lettuce on individual salad plates. Cut pimiento into thin strips and lay a strip over each orange section. Center with mayonnaise, over which a bit of grated orange peel may be sprinkled to look like flower center.

Salad Supreme

(Serves 4)

4 slices pineapple 2 oranges
 $\frac{1}{2}$ cup celery Mayonnaise
 $\frac{1}{2}$ cup nuts chopped Lettuce

Arrange slices of pineapple on nests of lettuce leaves. Cut celery in slender strips, one and one-half inches long, and mix with nut meats. Pile in center of pineapple, and garnish with four sections of orange, free from membrane, laid symmetrically on pineapple. Serve dressing separately to be used as desired.

Orange and Date Salad

(Individual)

Combine one orange, peeled and cut in pieces with 5 shredded dates. Served with mayonnaise.

Orange Cheese Surprise

(Individual)

Combine one tablespoon ground raisins with two tablespoons cottage cheese and a little orange juice. Heap in a mound in center of salad plate. Peel and slice and oranges. Cut slices in halves and arrange around cottage cheese mixture. Serve with desired dressing.

Orange Peanut Salad

(Individual)

Peel and slice with orange. Cut slices in half and arrange on salad plate, covering with two tablespoons of chopped peanuts. Serve with any desired dressing.

Fruit Loaf

2 cups each of dates, prunes, figs and raisins.

1 pound each of walnuts and almonds.

Put all through food chopper, first removing seeds from dates and prunes. Mix well and make into roll and cut as needed. Pieces may be rolled in cocoanut or flaked nuts.

Date Rolls

To 4 cups date pulp (which has been put through finest knife of food chopper) add four large tablespoons cocoanut. Mix thoroughly and make into roll. Cut into pieces.

Stuffed Dates

A number of fillings may be made for stuffed dates. A few follow:

Unsalted butter	Nuts, chopped fine
Cottage cheese	Raw nut butters
Minced dried olives	Raisins, chopped fine

Hollywood Estes' Students!

The Foundation Food Shop

has a complete line of Back-to-Nature Food Products and Cosmetics and is situated in a location convenient for Dr. Estes' Hollywood students and followers. ¶ The Foundation Food Shop also has a complete line of natural foods for health.

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EDITORIAL PAGE

Character

AFTER the working day's tools are put away and a man has nothing more to do to contribute to the welfare of the world in the day's industry—what does he do with his spare time?

Does he spend all of his spare time playing? Thinking? Continuing his daily work? The answer to these questions is the indication of a man's character, scientists are now claiming.

In the eyes of the world the criterion of a man's character is usually in the work he does, but this standard is often not a true one. In the majority of cases a person is only a small part of a machine in which cooperation is the keynote. A person usually has a certain allotment of work which he must perform in a standardized way.

It is what a man does with his spare time which indicates the kind of a man he is. When he has free time to convert into productive time—when his actions are not prompted by what others will think, or what his superiors will do—then he has time to think quietly and act for his mental and spiritual betterment.

See what a man does when he has nothing to do and you can tell what kind of a man he is.

A SMILE IS THE REFLECTION OF A HEALTHY BEING

Long-Lived Animals

THERE are several creatures of Nature which enjoy longevity beyond the wildest dreams of mankind. These creatures do not, apparently, enjoy the superior processes of reasoning that has been given to man. They are able to follow only their instincts which generations of their predecessors have passed on to them. These creatures—the long-lived turtle, for instance—live their lives exactly as did their ancestors. There is no change from one generation to the next. There is no going forward, nor backward.

Mankind, with its gift of reasoning, moves forever forward. And in that process of moving forward, mankind moves backward. We learn to do things that are in violation of the laws of Nature.

The long-lived animals have not learned how to violate Nature's laws. Everything the animals do is in obedience of Nature's dictates. They enjoy good health and longevity because they have not learned how to do otherwise.

Mankind, on the other hand, has inflicted upon itself countless ailments brought about by living unnaturally.

By living close to Nature, studying its laws and living up to them, we can, in time, become as healthy and long-lived as is our due.

FEAR AND SELF-MASTERY ARE DISTINCTIVE OPPONENTS

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THE BACK TO NATURE CORPORATION

DR. ST. LOUIS ESTES

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 DR. E. L. MORAINÉ Associate and Art Editor

No advertising is accepted by the Back to Nature Magazine until it has been proved that the materials advertised are 100% in nutrition and conform to the ideas that Dr. Estes is teaching, and the Back to Nature Corporation reserves the right to reject all advertising on products which do not conform to these requirements.

The editors do not assume responsibility for signed articles. They may not always agree with the statements or opinions expressed, but they do approve of a full and fair discussion of all vital topics and urge readers to draw their own conclusions therefrom. Original articles of interest on health and mental betterment, without any compensation from us, are solicited.

Subscription rates, 5 cents per single copy; 60 cents per year in the United States; \$1.00 per year in Canada.

HEALTH SEEKERS of HOLLYWOOD:

There are three features necessary in a health food shop, that it may be of greatest service. The first is that it must have a sufficiently large stock of merchandise so that a customer may ask for and get whatever he or she wants of a health food nature. Secondly, the proprietor and clerks must know a great deal about health foods. Thirdly, the store must be in a convenient location. . . .

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Hollywood Health Food Shop

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